

URBAN
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1999

AGENDAS/MINUTES
NEW MUM SHOW

MAY 13, 1999 ...

URBAN
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C51P1N1
1999



Kathryn Deiter
Bus/Municipal Affairs
Hamilton Public Library

URBAN MUNICIPAL

NOTICE OF MEETING

New Mum Show Sub-Committee

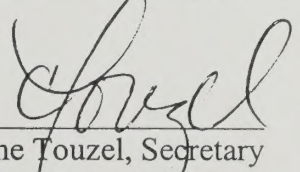
MAY 6 1999

Thursday, May 13, 1999

3:30 o'clock p.m.

1st Floor Meeting Room, Hamilton City Hall

GOVERNMENT DOCUMENTS


Charlene Touzel, Secretary
New Mum Show Sub-Committee

NOTE: In order to ensure that there are enough members present at this meeting to form a quorum, would you please notify the Secretary at 546-3994 if you are unable to attend.

A G E N D A:

1. CHAIRPERSON'S REMARKS (no copy)

- a) Welcome and Introduction of New Committee Members – Judy and Richard Lockley
- b) Mum Show Budget Update
- c) Cross-Promotion Opportunity with the 1999 Nutcracker Festival/Ballet

2. ADOPTION OF MINUTES

Minutes of the New Mum Show Sub-Committee for its meeting held February 4, 1999

3. UNFINISHED BUSINESS

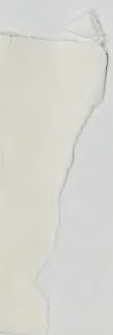
Marketing Plan – Status report – David Adames (report available at meeting)

4. OTHER BUSINESS

- a) 1999 Meeting Dates (no copy)
- b) Approval of Expenditure for Booth at the 1999 Hospitality and Tourism Show
- c) Financial Report – Status of Accounts (report available at meeting)

not
available

5. ADJOURNMENT



Mum Show Promotion Plan

“Mums and Sugarplums: 1999”

- A. Event Dates: October 30-November 14, 1999
- B. Key Event Message: theme (Nutcracker), family-oriented, tradition (78th)
- C. Promotion Collateral/Publications:
 - 1. Brochure: 30 000 printed
 - 2. Poster:
 - 3. Media Kit (incl. Brochure, photograph, previous press clippings, event listing, press release)
 - 4. Press Releases
 - 5. Special Event Flyers/Announcements
 - 6. Opening Night Invitations
 - 7. Event Program (lists trade show exhibitors, events, key contributors/sponsors)
 - 8. Standard Print Advertisement (if applicable)
 - 9. Standard Radio Advertisement (if applicable)
 - 10. Pots of Mums
 - 11. (If not repeating last year's contest with Air Canada) Plan a contest: Work with media partner and local travel agent to have a trip awarded via ballots that Mum Show attendees fill out.
 - 12. Contact the Hamilton Real Estate Board to check their interest in sponsoring “Seniors Days” at the Mum Show (Board pays admissions for Seniors) and the Board can run seminars (home security, buying/selling)
- D. Logo: Use of one already designed, or work in conjunction with theme partner, Nutcracker Festival to create a new logo.
- E. Special Event Days: The thought with Special Event Days is two-fold: one, to attract audience and two, to attract media attention.
 - 1. Opening Night Reception: Formal event, with entertainment themed with the Nutcracker Ballet, complete with appropriate music, dancers, decorations. Invitation List to include politicians, sponsors and media.
 - 2. Garden Club Day: Select one day during the Mum Show where a program is developed around attracting Garden Clubs from Ontario and Western New York. Guest Speakers could be brought in, refreshments etc.
 - 3. Food Share Day: Work with a local food bank and possibly supermarket (e.g. Fortinos) to encourage food donations in conjunction with admission to the Show.

Other Side of the Coin

Volume 1: The First 100 Years

| | |
|-----------------------------------|------|
| 1. Introduction | 1 |
| 2. The First 100 Years | 10 |
| 3. The Second 100 Years | 20 |
| 4. The Third 100 Years | 30 |
| 5. The Fourth 100 Years | 40 |
| 6. The Fifth 100 Years | 50 |
| 7. The Sixth 100 Years | 60 |
| 8. The Seventh 100 Years | 70 |
| 9. The Eighth 100 Years | 80 |
| 10. The Ninth 100 Years | 90 |
| 11. The Tenth 100 Years | 100 |
| 12. The Eleventh 100 Years | 110 |
| 13. The Twelfth 100 Years | 120 |
| 14. The Thirteenth 100 Years | 130 |
| 15. The Fourteenth 100 Years | 140 |
| 16. The Fifteenth 100 Years | 150 |
| 17. The Sixteenth 100 Years | 160 |
| 18. The Seventeenth 100 Years | 170 |
| 19. The Eighteenth 100 Years | 180 |
| 20. The Nineteenth 100 Years | 190 |
| 21. The Twentieth 100 Years | 200 |
| 22. The Twenty-First 100 Years | 210 |
| 23. The Twenty-Second 100 Years | 220 |
| 24. The Twenty-Third 100 Years | 230 |
| 25. The Twenty-Fourth 100 Years | 240 |
| 26. The Twenty-Fifth 100 Years | 250 |
| 27. The Twenty-Sixth 100 Years | 260 |
| 28. The Twenty-Seventh 100 Years | 270 |
| 29. The Twenty-Eighth 100 Years | 280 |
| 30. The Twenty-Ninth 100 Years | 290 |
| 31. The Thirtieth 100 Years | 300 |
| 32. The Thirty-First 100 Years | 310 |
| 33. The Thirty-Second 100 Years | 320 |
| 34. The Thirty-Third 100 Years | 330 |
| 35. The Thirty-Fourth 100 Years | 340 |
| 36. The Thirty-Fifth 100 Years | 350 |
| 37. The Thirty-Sixth 100 Years | 360 |
| 38. The Thirty-Seventh 100 Years | 370 |
| 39. The Thirty-Eighth 100 Years | 380 |
| 40. The Thirty-Ninth 100 Years | 390 |
| 41. The Fortieth 100 Years | 400 |
| 42. The Forty-First 100 Years | 410 |
| 43. The Forty-Second 100 Years | 420 |
| 44. The Forty-Third 100 Years | 430 |
| 45. The Forty-Fourth 100 Years | 440 |
| 46. The Forty-Fifth 100 Years | 450 |
| 47. The Forty-Sixth 100 Years | 460 |
| 48. The Forty-Seventh 100 Years | 470 |
| 49. The Forty-Eighth 100 Years | 480 |
| 50. The Forty-Ninth 100 Years | 490 |
| 51. The Fiftieth 100 Years | 500 |
| 52. The Fifty-First 100 Years | 510 |
| 53. The Fifty-Second 100 Years | 520 |
| 54. The Fifty-Third 100 Years | 530 |
| 55. The Fifty-Fourth 100 Years | 540 |
| 56. The Fifty-Fifth 100 Years | 550 |
| 57. The Fifty-Sixth 100 Years | 560 |
| 58. The Fifty-Seventh 100 Years | 570 |
| 59. The Fifty-Eighth 100 Years | 580 |
| 60. The Fifty-Ninth 100 Years | 590 |
| 61. The Sixtieth 100 Years | 600 |
| 62. The Sixty-First 100 Years | 610 |
| 63. The Sixty-Second 100 Years | 620 |
| 64. The Sixty-Third 100 Years | 630 |
| 65. The Sixty-Fourth 100 Years | 640 |
| 66. The Sixty-Fifth 100 Years | 650 |
| 67. The Sixty-Sixth 100 Years | 660 |
| 68. The Sixty-Seventh 100 Years | 670 |
| 69. The Sixty-Eighth 100 Years | 680 |
| 70. The Sixty-Ninth 100 Years | 690 |
| 71. The Seventieth 100 Years | 700 |
| 72. The Seventy-First 100 Years | 710 |
| 73. The Seventy-Second 100 Years | 720 |
| 74. The Seventy-Third 100 Years | 730 |
| 75. The Seventy-Fourth 100 Years | 740 |
| 76. The Seventy-Fifth 100 Years | 750 |
| 77. The Seventy-Sixth 100 Years | 760 |
| 78. The Seventy-Seventh 100 Years | 770 |
| 79. The Seventy-Eighth 100 Years | 780 |
| 80. The Seventy-Ninth 100 Years | 790 |
| 81. The Eightieth 100 Years | 800 |
| 82. The Eighty-First 100 Years | 810 |
| 83. The Eighty-Second 100 Years | 820 |
| 84. The Eighty-Third 100 Years | 830 |
| 85. The Eighty-Fourth 100 Years | 840 |
| 86. The Eighty-Fifth 100 Years | 850 |
| 87. The Eighty-Sixth 100 Years | 860 |
| 88. The Eighty-Seventh 100 Years | 870 |
| 89. The Eighty-Eighth 100 Years | 880 |
| 90. The Eighty-Ninth 100 Years | 890 |
| 91. The Ninetieth 100 Years | 900 |
| 92. The Ninety-First 100 Years | 910 |
| 93. The Ninety-Second 100 Years | 920 |
| 94. The Ninety-Third 100 Years | 930 |
| 95. The Ninety-Fourth 100 Years | 940 |
| 96. The Ninety-Fifth 100 Years | 950 |
| 97. The Ninety-Sixth 100 Years | 960 |
| 98. The Ninety-Seventh 100 Years | 970 |
| 99. The Ninety-Eighth 100 Years | 980 |
| 100. The Ninety-Ninth 100 Years | 990 |
| 101. The Tenth Centenary | 1000 |

4. Nutcracker Days: Each Sunday of the Show, have dancers from the Ballet on hand to dance for Show attendees.
5. CHML Day: Special draws, maybe the morning show could be broadcast from the show.
6. Cooking Day: Work with Liaison College and have guest chefs demonstrate cooking with flowers, or a theme from Nutcracker.

F. Promotions: The following is a monthly breakdown of suggested promotional activities:

Promotional work already completed includes:

1. Brochure created, printed and distributed at Mum Show 1998.
2. Motorcoach Package established with RBG and Dundurn Castle and mailed to tour operators.
3. Web Site listings updated.
4. Article in *Plant & Garden* magazine.
5. Article in 1998's *Nutcracker News*.
6. Attached is a summary of Mum Show 1998 Promotions.

May:

1. Mailing Media Kit or brochure to Gardening Magazines.
2. Mailing to Horticultural Groups.
3. Reminder Mailing of motorcoach information and package to tour operators (original motorcoach promotion should take place in August/September of the previous year). If the event wants to draw the motorcoach industry, follow up via telephone calls must be done.
4. Begin distribution of the brochures to Ontario Tourism Information Centres (small quantities now, with increased quantities beginning in September).
5. Participate in the Greater Hamilton Tourism Show.
6. Secure Promotion Partners (Radio, Newspaper, TV – if possible)
7. Check availability of Main Street Banner for Mum Show 1999 and 2000. If available, reserve the space.

June:

1. Reserve two weeks of pay periods in October with the City of Hamilton for employee payroll flyer distribution.
2. Send information to Ontario Tourism for inclusion in Events Guide and Web Site.
3. Send information to Culture and Recreation for inclusion in the Fall/Winter Programs and Services Guide 1999/2000.
4. Contact RBG's Marketing Coordinator (Dave Butler) to determine all cross-promotional opportunities with RBG. (joint mailings, Pappus, bulletin boards, special events/festivals, membership mailing, display on site during October/November etc.)

1. The first part of the paper is devoted to a general discussion of the problem of the existence of solutions of the system of equations (1) for arbitrary values of the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$.

2. In the second part, we shall consider the case when the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$ are not arbitrary, but satisfy certain conditions.

3. In the third part, we shall consider the case when the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$ are not arbitrary, but satisfy certain conditions, and we shall also consider the case when the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$ are not arbitrary, but satisfy certain conditions.

4. In the fourth part, we shall consider the case when the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$ are not arbitrary, but satisfy certain conditions, and we shall also consider the case when the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$ are not arbitrary, but satisfy certain conditions.

5. In the fifth part, we shall consider the case when the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$ are not arbitrary, but satisfy certain conditions, and we shall also consider the case when the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$ are not arbitrary, but satisfy certain conditions.

6. In the sixth part, we shall consider the case when the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$ are not arbitrary, but satisfy certain conditions, and we shall also consider the case when the parameters $\alpha, \beta, \gamma, \delta, \epsilon, \zeta, \eta, \theta, \iota, \kappa, \lambda, \mu, \nu, \xi, \pi, \rho, \sigma, \tau, \upsilon, \phi, \chi, \psi, \omega$ are not arbitrary, but satisfy certain conditions.

July:

1. Contact the various BIAs to establish a brochure distribution network, especially with the Ottawa Street BIA.
2. Work with Nutcracker Festival team to plan community event exposure (e.g. mall displays, mascot use, event inclusion, cross-promotion opportunities).
3. Participate with a display at the Children's Museum Birthday Party.
4. Contact Friends of Gage Park to distribute information via their summer and fall events.
5. Contact Centre Mall to secure display space in October at the Mall.

August:

1. For Mum Show 2000 select Show's theme and produce new brochure to be readied for distribution at Mum Show 1999.
2. Prepare material for schools and contact School Boards (public and separate boards) to plan mail-out strategy.
3. Mail promotional material to local seniors' homes and groups.
4. Distribute promotional material to Scout and Guide Houses to be ready for pick up by leaders the first week of September.
5. Contact McMaster University Public Relations Department (Andrea Farquar) to establish brochure distribution channels. (e.g. distribute flyer via payroll cheques, bulletin board posting, information to faculty etc.)
6. Contact McMaster University Business School (Marvin Ryder) to assess whether Marketing Students would be interested in taking on the Mum Show as a marketing-research related project.
7. For Mum Show 2000 mail promotional information to tour operators for the motorcoach industry.
8. Send information to Economic Development for inclusion in the Greater Hamilton Special Event Bulletin for both October and November.
9. Create separate mini-promotion plan for events such as the Opening Night.
10. If budget permits, plan and purchase media buy (i.e. newspaper ads, radio ads).
11. Plan ads with promotional partner(s).
12. Work with the Children's Museum in preparing a joint flyer for their fall exhibit.
13. Contact Ward aldermen to plan a joint newsletter that could be mailed to Ward 3 residents and create a Web link with Ward 3 site.

September:

1. Distribute material to schools the first week that the students are back in school. (possible to link with Friends of Gage Park with school promos).
2. Begin distribution of Show brochures to Hamilton locations, especially Royal Botanical Gardens, flower shops, garden centres, Hamilton Region Conservation Authority, local tourism partners, Culture and Recreation facilities (especially Hamilton Farmers Market and Sackville Hill Seniors

1. The first step in the process of the scientific method is to make an observation or ask a question. This leads to the second step, which is to do background research to learn what is already known about the topic. The third step is to form a hypothesis, which is a prediction or an educated guess about the outcome of the experiment. The fourth step is to design and conduct the experiment, which involves collecting data and testing the hypothesis. The fifth step is to analyze the data and draw conclusions. The final step is to communicate the results of the experiment to others.

2. The scientific method is a systematic approach to investigating a question or solving a problem. It involves making observations, asking questions, forming hypotheses, designing experiments, collecting data, analyzing results, and drawing conclusions. The scientific method is used by scientists in all fields of study to advance their knowledge and understanding of the natural world. It is a process that is designed to be objective and unbiased, and it is a key part of the scientific revolution of the 16th and 17th centuries. The scientific method is a way of thinking that is based on evidence and logic, and it is a way of life that is based on the pursuit of knowledge and the improvement of the human condition.

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Centre), libraries, Community Information Centre, Seniors Centres, Shopping Malls and the Chamber of Commerce.

3. Participate in the Ottawa Street Festival.
4. Mail Media Kit to local media outlets.
5. Distribute brochures to the BIAs for posting in their merchants' stores.
6. Have the Mum Show appear as an "Advertisement" on the Home Page of the City's Web Site.
7. Distribute promotional information to all trade show participants for distribution through their venues.
8. Signs installed around the City (Public Works).
9. Distribute flyers to local churches (good Sunday afternoon activity).
10. Put up posters in GO Station.
11. Check with HSR and distribute flyers on buses.

October:

1. Follow up the media kit mailing with telephone calls. This is critical to keep the momentum going with the show. Include Cable 14's South 905 Show in all event activities, especially the Opening Night. Schedule promotional interviews.
2. With the first week of October, begin weekly media fax (press release), changing the press release each week with "teaser" information (e.g. can use the different special event days, Mum Show trivia facts, Nutcracker theme as material for the teasers).
3. Distribute flyers via City of Hamilton employees' paycheques and McMaster (if approved).
4. Mum Show flyer to be included in Greater Hamilton Special Event Bulletin mailing.
5. Flyer distribution at a Hamilton Tiger-Cat home game, the game that is closest to the opening of the Mum Show.
6. Flyer distribution at a Hamilton Bulldogs home game (same strategy as Tiger-Cat game).
7. Promotional Partners begin airing advertisements.
8. Any paid promotions also begin.
9. On October 29, deliver pots of mums to all local media outlets, especially for morning radio shows.
10. In late October, deliver pots of mums to local hotels (for front desks), Sackville Hill Seniors Centre and Lime Ridge Mall (information centre) along with flyers and posters.

November:

1. Continue local media faxing and follow up during the show.
2. Assess attendance, revenue and visitor surveys (via McMaster students) immediately after the show and begin planning promotion strategy for Mum Show 2000.
3. Get photography done at the event to use for next year's promotion.

Royal Botanical Gardens presents...

1999/2000 Fall/Winter Packages

Royal Botanical Gardens, cradled in the great sweep of the Niagara escarpment around the western tip of Lake Ontario, is a living museum hosting the world's largest lilac collection, over 100,000 spring bulbs, 250,000 iris, over 2 acres of roses, and much more.

Your groups will savour the flavour, and atmosphere at the Gardens' Cafe open year-round at RBG Centre. Group menus available upon request.

Ho Ho Homes & Gardens

Available November 19th 1999 to January 3rd, 2000

Your groups will experience a guided tour of the Mediterranean Garden at RBG Centre, and discover the unique plants of southern California, South Western Australia, Central Chile, South Africa and the Mediterranean Basin – our garden under glass. A delicious buffet lunch awaits your group at RBG's Gardens' Cafe or Dundurn Castle's The Coach House Restaurant, followed by a guided tour of Dundurn Castle decorated in Victorian splendour with cedar boughs, ribbons and dried flowers where they will relish the beauty of a mid-nineteenth century family Christmas celebration.

Added Value Package November 19th – 21st, 1999

Experience Royal Botanical Gardens' Auxiliary's 38th annual Christmas Show & Sale featuring holiday arrangements and unique gifts.

Package Price

\$24.95

(price includes all applicable taxes)

Minimum 15 people per group to receive package rate. Numbers to be confirmed three days prior to arrival.
Payment upon arrival. Space is limited, book early to avoid disappointment.

Mums & Sugarplums

Available October 30th through November 14th, 1999

Take part in a 78-year Hamilton tradition - the Mum Show. Housed in the greenhouse at Gage Park, your groups will thrill to the imaginative displays of over 75 000 blooms of chrysanthemums. This year's theme is "Mums and Sugarplums" as the Mum Show has teamed up with the Hamilton production of "The Nutcracker". The show also includes a peek at the tropical gardens as well as a visit to the display area, which features local merchants and garden suppliers. A delicious buffet lunch awaits your group at Royal Botanical Gardens' Cafe and visitors will delight in viewing the Mediterranean Garden under glass.

Package Price

\$22.45

(price includes all applicable taxes)

Minimum 15 people per group to receive package rate. Numbers to be confirmed three days prior to arrival.
Payment upon arrival. Space is limited, book early to avoid disappointment.

**To book your Fall/Winter Package, call Cindy
Bailey at Royal Botanical Gardens today!
905-527-1158, ext. 291**

MUM SHOW PROMOTION

Newspapers

ARTSbeat
Brabant Newspapers (Ancaster News Journal, Dundas Star Journal, etc.)
Brantford Expositor
Buffalo News
The Business Executive
Cambridge Times
City Parent
Dundas Review
Flamborough Review
Forever Young
German Press
Grimsby Independent
Guelph Tribune
The Hamilton Spectator
id
Kitchener-Waterloo Record
London Free Press
Mature Lifestyles
Niagara Advance
Oshawa News
Pulse Niagara
The Times, Fort Erie
Toronto Star
TV Facts
The Seniors' Review
St. Catharines Standard
West Lincoln Review
View Weekly

Magazines

Canadian Gardening
Century Home
Gardening Life
Hamilton This Month
Harrowsmith Country Life
Horticulture Review
House & Home
Plant & Garden
Horticulture

Publications

The Garden Tourist
Greater Hamilton Events Bulletin (June)
Greater Hamilton Itinerary Catalogue (June)
Niagara & Mid-Western Ontario See & Do Guide (advertisement paid for by Mum Show Sub-Committee)
Ontario Summer Events Guide
Ontario Winter Events Guide

Television

A Day in the Country
Life Network/Home and Garden Television

(Approached for trade show and sent information on the Mum Show. Kathy Renwald was also approached last year and she is invited to opening night.)

Websites

Canadian Gardens
Canadian Living (awaiting posting)
City of Hamilton
Events Ontario
Execulink
Festivals and Festival Finder (awaiting posting)
Festival Seeker
Gardeners of the Golden Horseshoe
Garden Web
Group Travel Leader
Hortnet
I Can Garden
Outside Toronto (awaiting posting)
Regional Municipality of Hamilton-Wentworth (June)
Travelinx
View Weekly Online

1998 CHRYSANTHEMUM SHOW

Promotion and Publicity

Promotional Materials

- Rack and 3-panel brochures, distributed throughout city and in correspondence, trade show packages, etc.
- Large and small posters, distributed throughout city
- Webpage
- Billboards, located throughout city
- Visitor's Guide, distributed at show

Media Sponsors

- 900 CHML Radio: 30-second recorded messages, live promotional announcements, on-air interview, ad-lib mentions on 900 CHML and Y95.3
- ONtv: ON File (1-minute spots that air four times a day) and on-air interview

Event Listings (Publications)

- Magazines: *Gardening Life*, *Plant & Garden*, *Horticulture Review*
- Newspapers: *View Weekly*, *Mature Lifestyles*, *Kitchener Record*, *The Business Executive*
- Travel Guides: *Ontario Events*, *The Garden Tourist*, *Niagara & Mid-Western Ontario See & Do Guide*

Event Listings (Internet)

- Garden Web, Gardeners of the Golden Horseshoe, Ontario Ministry of Economic Development, Trade & Tourism, Travelinx Ontario, I Can Garden, Festival Seeker, CBC Community Announcements, Hortnet, Hedgerows Garden Tapestry

Articles

- Photo in *Hamilton Spectator*
- Photo and article in *Toronto Sun*

Other Initiatives

- Letter and brochure sent to horticultural societies and garden clubs
- Flyer in City and Regional pay envelopes

Promotion To Date For 1999 Show

- 1999 flyers distributed at 1998 show
- Article on tropical greenhouse in *Plant & Garden* (mentions show)
- Updating of listing on travel and horticulture Websites
- Blurb in 1998 *Nutcracker News*

CAY ON HBL AOS
C51P1N1
1999



Kathryn Deiter
Bus/Municipal Affairs
Hamilton Public Library

**URBAN
MUNICIPAL**

NOTICE OF MEETING

New Mum Show Sub-Committee

**Thursday, September 16, 1999
3:30 o'clock p.m.
Room 219, Hamilton City Hall**

URBAN MUNICIPAL

SEP 9 1999

GOVERNMENT DOCUMENTS

Charlene Touzel, Secretary
New Mum Show Sub-Committee

NOTE: In order to ensure that there are enough members present at this meeting to form a quorum, would you please notify the Secretary at 546-3994 if you are unable to attend.

AGENDA:

1. **CHAIRPERSON'S REMARKS** (no copy)

Announcement re: Staffing – Early Retirement of Jim Pook

2. **ADOPTION OF MINUTES**

Minutes of the New Mum Show Sub-Committee for meeting held June 17, 1999

3. **PROMOTION/MARKETING PLAN FOR 1999**

- a) Review status of areas of responsibility assigned for August to October (included in the June 17th Minutes)
- b) Nutcracker Passport – Secretary to report (no copy)

4. **OTHER BUSINESS**

- a) Review of 1999 Mum Show – Jim Pook to report (no copy)
- b) Official Opening of 1999 Mum Show – Jim Pook to report (no copy)
- c) Next Meeting Date – Thursday, October 21, 1999 (followed by Volunteer Orientation Session) at the Gage Park Greenhouses (no copy)

- d) Financial Report – Status of Mum Show Accounts (report available at meeting)
- e) 1999 Hospitality and Tourism Show – Final Report

5. **ADJOURNMENT**

Thursday, June 17, 1999
3:30 o'clock p.m.
Room 264, City Hall

The New Mum Show Sub-Committee met.

There were Present: Alderman Tom Jackson, Chairperson
John Carey, Vice-Chairperson
Alderman Duke O'Sullivan
Frank Berry, Jean Carey, Judy Lockley,
Richard Lockley

2

Regrets: Alderman Ron Corsini

Also Present: Jim Pook, David Adames, June Hannah-Cook,
Jeanne Reid, Charlene Touzel

1. **CHAIRPERSON'S REMARKS**

a) **Mum Show Budget Approved by City Council**

Alderman Jackson reported that City Council has finalized its budget for 1999, which includes an appropriation for this year's Mum Show. Committee Members were reminded however, that efforts should be focused on securing a major Corporate Sponsor for the Annual Mum Show.

b) **Letter of Resignation – Barbara Bragdon**

It was with much regret that the Committee received a letter of resignation from Barbara Bragdon. The Committee agreed to send to Barbara Bragdon, a letter thanking her for her years of service to the Committee, as well as complimentary passes to attend this year's Show.

A suggestion was also made that consideration be given to issuing honorary passes to former Members of the New Mum Show Sub-Committee. The Committee agreed to discuss this matter further at its next meeting.

2. **ADOPTION OF MINUTES**

The Committee was in receipt of the Minutes of the New Mum Show Sub-Committee for meeting held May 13, 1999. These Minutes were adopted as circulated.

3. **PROMOTION/MARKETING PLAN FOR 1999**

a) **Review status of areas of responsibility assigned for May to July and assign areas of responsibilities for August to November**

The Committee reviewed the status of the areas of responsibility that were assigned for May to July at the last meeting as follows:

May:

1. Mailing Media Kit or brochure to Gardening Magazines - **Done**
2. Mailing to Horticultural Groups - **Done**
3. Reminder Mailing of motorcoach information and package to tour operators (original motorcoach promotion should take place in August/September of the previous year). If the event wants to draw the motorcoach industry, follow up via telephone calls must be done – **Mailing Done. David Adames and June Hannah-Cook to provide a telephone and list to Judy Lockley and Frank Berry who will do the follow up telephone calls.**

4. Begin distribution of the brochures to Ontario Tourism Information Centres (small quantities now, with increased quantities beginning in September) - **Done**
5. Participate in the Greater Hamilton Tourism Show - **Done**
6. Secure Promotion Partners (Radio, Newspaper, TV – if possible) – **Y95/CHML has been confirmed and waiting for a response from The Hamilton Spectator. David Adames will contact ONtv.**
7. Check availability of Main Street Banner for Mum Show 1999 and 2000. If available, reserve the space – **The Secretary reported that the first available date for the Mum Show to display a banner across Main Street is October, 2003. The Committee directed the Secretary to book space for October 27-November 2, 2003 at a cost of \$230.05. Alderman Jackson also indicated that he will raise the issue of the City erecting a second banner location across King Street at the next Transportation Services Committee meeting.**

June:

1. Reserve two weeks of pay periods in October with the City of Hamilton for employee payroll flyer distribution - **Done**
2. Send information to Ontario Tourism for inclusion in Events Guide and Web Site - **Done**
3. Send information to Culture and Recreation for inclusion in the Fall/Winter Programs and Services Guide 1999/2000 - **Done**
4. Contact Royal Botanical Gardens' Marketing Coordinator (Dave Butler) to determine all cross-promotional opportunities with RBG. (joint mailings, Pappus, bulletin boards, special events/festivals, membership mailing, display on site during October/November etc.) – **Secretary co-ordinating meeting**

July:

1. Contact the various BIAs to establish a brochure distribution network, especially with the Ottawa Street B.I.A – **Secretary indicated that a letter will be sent to the Chairpersons of all Hamilton BIAs requesting that they display posters and brochures in their BIAs.**
2. Work with Nutcracker Festival team to plan community event exposure (e.g. mall displays, mascot use, event inclusion, cross-promotion opportunities) - **Ongoing**
3. Participate with a display at the Children's Museum Birthday Party – **Space has been booked by David Adames. Richard Lockley will provide someone to wear the mascot costume and June Hannah-Cook will provide a summer student to staff the Mum Show booth.**
4. Contact Friends of Gage Park to distribute information via their summer and fall events – **Jeanne Reid, Friends of Gage Park agreed to pick up Mum Show brochures from Gage Park so that they can be distributed by the Friends of Gage Park at the following events:**
 - **Family Picnic in Gage Park on June 19, 1999**
 - **All Saturday night events planned in Gage Park this summer**
5. Contact Centre Mall to secure display space in October at the Mall – **The Committee agreed not to pursue a staff display or empty storefront display at local malls, but did agree however, to make Mum Show brochures available at all Customer Care Centres at all Hamilton malls. Committee Members would be assigned a mall a few weeks prior to the opening of the Mum Show to deliver these brochures.**

The Committee then reviewed the monthly breakdown of suggested promotional activities for August to October as outlined in the Promotion Plan for the Mum Show as prepared by David Adames, and made the following assignments (noted in bold) to ensure that they are followed up on accordingly:

August:

1. For Mum Show 2000 select Show's theme and produce new brochure to be readied for distribution at Mum Show 1999 – **The Committee agreed to establish a Sub-Committee comprised of Alderman Jackson, Jim Pook, June Hannah-Cook, Judy Lockley and Richard Lockley to set the theme for the 2000 Mum Show. The preparation of the brochures would then be co-ordinated by Jim Pook.**
2. Prepare material for schools and contact School Boards (public and separate boards) to plan mail-out strategy – **Secretary to prepare letters to be mailed at the end of September**
3. Mail promotional material to local seniors' homes and groups – **June Hannah-Cook to co-ordinate**
4. Distribute promotional material to Scout and Guide Houses to be ready for pick up by leaders the first week of September – **Alderman O'Sullivan suggested that the promotional materials be badge-related. Frank Berry agreed to contact Boys Scouts and Girl Guides to determine if the Mum Show could be worked into their badge requires, determine contacts, timing of mailings, number of copies required, etc. and notify the Secretary so that letters can be sent.**
5. Contact McMaster University Public Relations Department (Andrea Farquar) to establish brochure distribution channels. (e.g. distribute flyer via payroll cheques, bulletin board posting, information to faculty etc.) – **David Adames to arrange**
6. Contact McMaster University Business School (Marvin Ryder) to assess whether Marketing Students would be interested in taking on the Mum Show as a marketing-research related project – **Frank Berry to investigate and report back**
7. For Mum Show 2000 mail promotional information to tour operators for the motorcoach industry – **June Hannah-Cook to co-ordinate**
8. Send information to Economic Development for inclusion in the Greater Hamilton Special Event Bulletin for both October and November – **June Hannah-Cook to co-ordinate**
9. Create separate mini-promotion plan for events such as the Opening Night – **the Committee agreed to place this as an item for discussion on its next agenda**
10. If budget permits, plan and purchase media buy (i.e. newspaper ads, radio ads) – **David Adames to confirm if The Hamilton Spectator is on board as a sponsor before any paid advertising is arranged. The Committee was also encouraged to plan special event days with separate media releases to garner free media coverage.**
11. Plan ads with promotional partner(s) - **Pending**
12. Work with the Children's Museum in preparing a joint flyer for their fall exhibit – **David Adames to co-ordinate**
13. Contact Ward Aldermen to plan a joint newsletter that could be mailed to Ward 3 residents and create a Web link with Ward 3 site – **Alderman Jackson to co-ordinate with the assistance of the Committee Secretary. Jeanne Reid added that the Friends of Gage Park will include the Mum Show in all of their newsletters as well.**

September:

1. Distribute material to schools the first week that the students are back in school. (possible to link with Friends of Gage Park with school promos) – **Secretary will prepare letters and distribute to the School Boards at the end of September. It was agreed however, that the class presentations be discontinued given limited Staff resources, but that follow up telephone calls be made by Committee Members to the schools in October.**
2. Begin distribution of Show brochures to Hamilton locations, especially Royal Botanical Gardens, flower shops, garden centres, Hamilton Region Conservation Authority, local tourism partners, Culture and Recreation facilities (especially Hamilton Farmers Market and Sackville Hill Seniors Centre), libraries, Community Information Centre, Seniors Centres, Shopping Malls and the Chamber of Commerce – **June Hannah-Cook will do mailings with Committee Members hand delivering to some locations.**
3. Participate in the Ottawa Street Festival – **The Secretary was directed to investigate and report back on the date for this Festival. Frank Berry agreed to staff the booth and distribute Mum Show buttons, fridge magnets and brochures at this event.**
4. Mail Media Kit to local media outlets – **David Adames and Jim Pook to co-ordinate.**
5. Distribute brochures to the BIAs for posting in their merchants' stores – **Secretary to co-ordinate with Parks Development Staff.**
6. Have the Mum Show appear as an "Advertisement" on the Home Page of the City's Web Site – **David Adames to co-ordinate.**
7. Distribute promotional information to all trade show participants for distribution through their venues – **Jim Pook to co-ordinate.**
8. Signs installed around the City (Public Works) – **The Committee agreed that this activity should be moved to the middle of October and co-ordinated by Jim Pook.**
9. Distribute flyers to local churches (good Sunday afternoon activity) – **Secretary to co-ordinate.**
10. Put up posters in GO Station – **Jean Carey indicated that she delivers posters to downtown businesses and will include the GO Station. Jeanne Reid and Frank Berry added that they would assist with poster/brochure distribution.**
11. Check with HSR and distribute flyers on buses – **David Adames suggested that brochures be included on the "Explore the Core" buses this summer. Aldermen Jackson and O'Sullivan indicated that they would investigate bus promotion with Bill O'Brien at the HSR and report back.**

October:

1. Follow up the media kit mailing with telephone calls. This is critical to keep the momentum going with the show. Include Cable 14's South 905 Show in all event activities, especially the Opening Night. Schedule promotional interviews – **David Adames to co-ordinate.**
2. With the first week of October, begin weekly media fax (press release), changing the press release each week with "teaser" information (e.g. can use the different special event days, Mum Show trivia facts, Nutcracker theme as material for the teasers) – **David Adames to co-ordinate.**
3. Distribute flyers via City of Hamilton employees' paycheques and McMaster (if approved) – **David Adames to make contact.**
4. Mum Show flyer to be included in Greater Hamilton Special Event Bulletin mailing - **David Adames to co-ordinate.**

5. Flyer distribution at a Hamilton Tiger-Cat home game, the game that is closest to the opening of the Mum Show – **Judy and Richard Lockley indicated that they can co-ordinate the mascot for this event. David Adames will investigate this matter further with David Cowan and report back to the Committee at its next meeting.**
6. Flyer distribution at a Hamilton Bulldogs home game (same strategy as Tiger-Cat game) - **David Adames to co-ordinate.**
7. Promotional Partners begin airing advertisements - **Pending**
8. Any paid promotions also begin - **Pending**
9. On October 29, deliver pots of mums to all local media outlets, especially for morning radio shows – **The Committee agreed to expend up to \$500 for potted Mums. Jim Pook agreed to order the Mums to be delivered by Committee Members.**
10. In late October, deliver pots of mums to local hotels (for front desks), Sackville Hill Seniors Centre and Lime Ridge Mall (information centre) along with flyers and posters – **See 9 above.**

b) **Nutcracker Passport**

The Committee was in receipt of an e-mail note from Shelly Merlo-Orzel, Culture and Recreation Department, advising the Committee of a suggestion by the Nutcracker Ballet/Festival Committee to partner with the City in developing a Nutcracker Passport to offer admission and food discounts, etc. for all Nutcracker related events, including the Mum Show.

Some questions were raised whether or not the Mum Show would benefit from any of the revenues raised by the sale of this Passport and the Committee directed the Chairperson and Secretary to meet with Shelly Merlo-Orzel in this regard, and possibly invite her to attend the Committee's next meeting to discuss further.

While on the issue of a passport, Frank Berry stressed again, the need for a professional admission ticket to the Mum Show that could be sold in advance. Jim Pook was asked to develop a ticket based on the information on the 1999 poster.

4. **OTHER BUSINESS**

a) **Next Meeting Date**

The Committee agreed that its next meeting would be held on Thursday, September 16, 1999 at 3:30 p.m.

b) **Financial Report – Status of Accounts**

The Committee received the Financial Report for the 1999 Mum Show as at June 17, 1999, as prepared by the Committee Secretary.

c) **Theme for 2000 Mum Show**

Some discussion ensued on the theme for the 2000 Mum Show. Suggested themes included the circus, twin cities, Walt Disney and the Province of Ontario. The Committee recognized the need to establish the theme as soon as possible so that the 2000 Mum Show brochures can be prepared for distribution at this year's Mum Show. The Committee approved the following:

That a Sub-Committee comprised of Alderman Jackson, Judy Lockley, Richard Lockley, June Hannah-Cook and Jim Pook be created to establish the theme for the 2000 Mum Show.

5. ADJOURNMENT

There being no further business, the meeting then adjourned.

Taken as read and approved,

Alderman Tom Jackson, Chairperson
New Mum Show Sub-Committee

Charlene Touzel, Secretary

4d

1999 MUM SHOW
Status of Accounts as at September 16, 1999

REVENUES

| | | |
|---|-----------------|--------------------|
| Reserve Account Carried Over from 1998 | \$8,069.58 | |
| Donations Received to Date (see attached) | <u>3,350.00</u> | |
| TOTAL | | \$11,419.58 |

EXPENDITURES

| | | |
|---|--------------|-------------------------|
| Festival Country - Listing in 1999 See & Do Guide | \$ 154.50 | |
| Booth at Hospitality and Tourism Show | <u>50.00</u> | |
| TOTAL | | \$ <u>204.50</u> |

| | | |
|----------------|--|----------------------------------|
| BALANCE | | <u><u>\$11,215.08</u></u> |
|----------------|--|----------------------------------|

1999 Mum Show

Donations Received (Account Number COHAM 48300 104085)

| Date | Company Name | Amount | Total | Tax Receipt sent |
|---------------|--------------------------|---------------|--------------|-------------------------|
| May 13, 1999 | Orlick Industries | \$500.00 | \$500.00 | |
| May 17, 1999 | Turkstra Lumber Co. Ltd. | \$1,000.00 | \$1,500.00 | |
| June 3, 1999 | Dofasco | \$1,000.00 | \$2,500.00 | |
| June 16, 1999 | LIUNA, Local 837 | \$500.00 | \$3,000.00 | |
| June 16, 1999 | Union Gas | \$250.00 | \$3,250.00 | |
| July 21, 1999 | John Kenyon Ltd. | \$100.00 | \$3,350.00 | |
| | | | | |
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September 15, 1999

1999 HOSPITALITY & TOURISM SHOW

4e

PROCLAMATION

A Proclamation from His Majesty,
The King

Given on this day, May 28th, 1900 and 99, from the
Court of St. James

a Proclamation!

Be it known that the good people of the Southern Ontario area have assembled at the 4th annual Greater Hamilton Hospitality and Tourism Show to roll out the red carpet.

We extend greetings and felicitations to you from our person the King, Parliament and the Colonial Officer.

Be it know the righteous purpose of this event is...

To explore the tremendous opportunities available to visitors and residents in the greater Hamilton area.
to encourage "visitors" to become "Goodwill ambassadors" for the Hospitality and Tourism Industry and
To encourage networking an partnership within this industry in the Greater Hamilton Area.

The time honoured theme of this event is "Pleasures and Pastimes in Greater hamilton"...

To our guests, we encourage them to attend, and through their participation becaome "Goodwill Ambassadors". We roll out the red carpet for you.

Special commendations to the volunteers, staff and sponsors of this magnivicent undertaking including
102.9 K-Lite FM, Oldies 1150 and Dance Line Studio, Hamilton Spectator

May you all serve our person well, now and long into the future.

Given at the Court of St. James, the 28th day of May, 1900 and 99.

God save the Empire, God save the King!!

FINAL REPORT





Dear Committee Members, Participants & Sponsors of the 1999 Hospitality & Tourism Show:

It is my pleasure to present to you the final report of the 1999 Greater Hamilton Hospitality & Tourism Show!

This years show had a new look as it was presented at the Royal Botanical Gardens Centre. Exhibits were located along the hallway and initially on the second floor with a separate area for Entertainment and a Children's Area set up on Sunday.

*The official Opening Ceremonies took place on Friday evening at 6:00 p.m. We were so pleased & fortunate to have **Sunni Genesco from 102.9 K-Lite F.M.** M.C. the evening. Thanks Sunni, you always do such a terrific job. We love having you be a part of our show!*

*Friday evening was also dedicated to our "VIP's" which included an invitation to "**Front Line Workers**" and "**Tour Operators**" to learn more about the Greater Hamilton Area. Dignitaries & Guests brought words of welcome and support from both Regional and City Representatives.*

*We wish to express our sincere thanks to **La Costa Restaurant, Pause Awhile Restaurant and the Department of Economic Development** for supplying the wonderful goodies for "VIP Night". "A Feast fit for the Eyes & Palatte" – Thank you to **Marilyn, Margaret and Anna** and your respective staff. You did a "splendiferous" job.*

*Once again, thanks to our terrific sponsors **102.9 K-Lite F.M., Oldies 1150, Danceline Studios and The Hamilton Spectator** for believing in and supporting the show. You are truly a part of our "Goodwill Ambassadors Team".*

During the next two days we had displays, demonstrations, hands on exhibits and a wealth of information available for our public. During this time we found it interesting and informative to meet the diverse group of "Goodwill Ambassadors" who represented your business, organization and agencies.

*Some came as "seasonal staff or volunteers" and others came for their first time. In total **52 exhibitors** participated this year.*



On Saturday we moved the second floor exhibits to the main floor to take full advantage of the traffic flow (as people were not gravitating to second floor). This made the exhibit area a little tighter but everyone was in the same general area and had "access to traffic." Should this be a future location, it would work better if some exhibits were located in the hallways and the rest in the auditorium. (This was not possible this year because of a special function.)

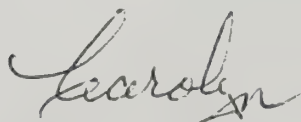
Having the show in late May, (prior to vacation, summer events, festivals, shows etc) seemed to please the majority of exhibitors and present an opportunity to promote activities for all ages at an appropriate time. The target market also seems to be most receptive to looking at lots of choice and options as the nice weather seems to trigger a "vacation like" attitude.

*I would like to acknowledge and thank our special visitor **Miss Canada, Leanne Baird** for spending Saturday and Sunday with us at the show. Leanne signed autographs, had pictures taken and gave her full support to the Greater Hamilton Hospitality & Tourism Show and indeed, the Industry. Thank you to **La Piazza, Greater Hamilton Tours, Royal Cannaught Howard Johnson Hotel and the R.B.G. Café**, for making Miss Canada's stay so pleasurable. You gave her the "warm and fuzzy feelings" of welcome and she was very pleased to "come home" and give us her support.*

In closing, thank you for allowing us the opportunity to "produce" the 1999 Hospitality & Tourism Show. I think each experience we share helps us to focus and/or refocus on opportunities to build, grow and connect in our community. Through networking, we can create wonderful opportunities and make the Greater Hamilton area a truly unique opportunity to explore! As always – it was a pleasure and an adventure!

May our network of "Goodwill Ambassadors" continue to grow while we make fond memories and "Kodac Moments!"

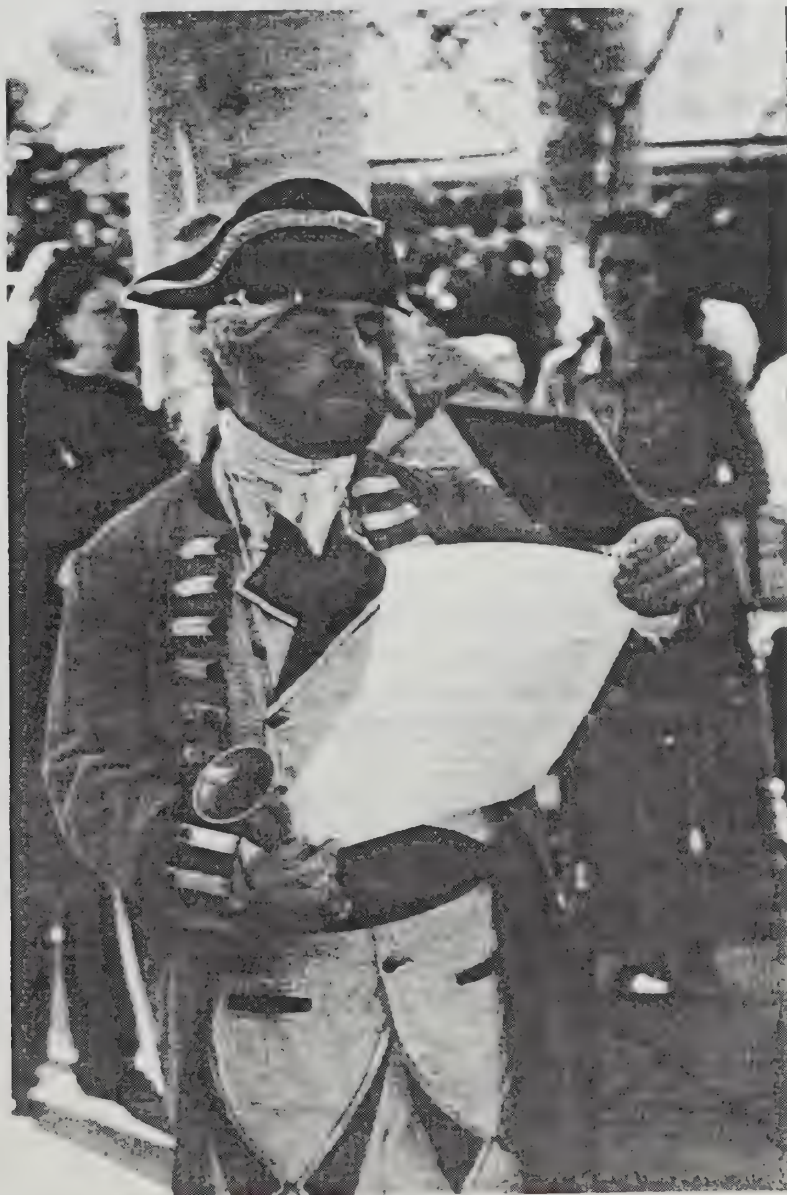
Sincerely,



Carolyn Kovacs CMMIII
Centre Supervisor
Sackville Hill Senior Centre



Hear Ye... Hear Ye!





A

Honourable L. Alexander
30 Proctor Blvd
Hamilton, ON L8M 2M3

Sept 7/99

I am writing this letter in support of the 1999 Hospitality and Tourism Show! This worthwhile event offers something for all ages and continues to grow more popular each and every year!

The Hospitality and Tourism Show is a non-profit event which invites businesses and citizens from the Hamilton Wentworth Region to become "Goodwill Ambassadors" in the Hospitality and Tourism Industry. Their theme, "Greater Hamilton - A place of Pleasures and Pastimes" exhibits the tremendous variety of opportunities for leisure enjoyment available to both visitors and citizens in this area!

This year's Hospitality and Tourism Show takes place on Saturday May 29 and Sunday May 30, 1999 from 9:30 a.m. - 3:30 p.m. at the Royal Botanical Gardens Centre. Admission is free, there are over 50 exhibitors and prizes and entertainment for all!

Show that you too, are a "Goodwill Ambassador" for the Greater Hamilton Region! Plan to attend this exciting show!

Sincerely,

Louise M. Alexander



Miss Canada Int'l
Leanne Baird

Carolyn
It was such
a pleasure to be a ^{tourist}
involved with ^{the} Hamilton-Wentworth
show & pride!
Leanne

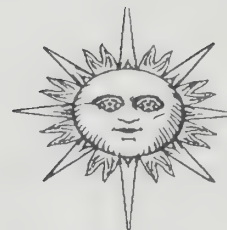


All the best in the world,

from
Mr. Whipple

Bob Collins - Mr. Hamiltonian

Mr. Whipple...a former Hamiltonian



Purpose and General Information

Purpose!

- The purpose of this event was to exhibit the tremendous opportunities available to visitors and residents in the Greater Hamilton area.
- To encourage "visitors" to become Goodwill Ambassadors" for the Hospitality & Tourism Industry...through hands on education.
- To encourage networking and partnerships within this industry in the Greater Hamilton area.

Theme:

The theme of this event is
"Greater Hamilton: a Place of Pleasures and Pastimes".

To our guests we encouraged them to come and through their participation become a **"Goodwill Ambassador"** for the **Greater Hamilton Area.**

Time & Days:

This years event was held on **Saturday May 29th** and **Sunday May 30th** 1999 from the hours of 9:30 am – 3:30 pm.
Friday May 28th was a "V.I.P. Night" for Front Line Staff and Tour Operators. All were invited to view the exhibits, make contacts, network, and join us in celebration at the Opening Ceremonies.

Target Audience:

Our goal was to have **"something to attract all ages"** from young children to adults, families and senior citizens. We contacted an extensive list of exhibitors to invite their participation and tried to approach as many people as possible in the Hospitality and Tourism industry.



SPECIAL RELATIONSHIPS:

*Sponsorships and support through goods and services-in-kind are a vital part of the organizing, operation and I believe, the outcome of the show. I would like to take this opportunity to say a very special and **heartfelt** thanks to the following sponsors for their kindness, dedication and enthusiasm in being an intragral part of this years show.*

Special Thanks for your support:

102.9 K-Lite FM
1150 Oldies
Danceline Studios
Hamilton Spectator

The Honourable Lincoln Alexander
“**Miss Canada**” Leanne Baird &
Chaperone Sylvia Stark
Mr. Whipple

La Costa Restaurant
Pause Awhile Restaurant
Department of Economic Development

R.B.G. Management Staff
R.B.G. Kiosk and Café staff
R.B.G. Cleaning & Maintenance staff

Sackville Hill Volunteers
Sackville Hill Ukulele Band
Sackville Hill Guitar Groups
Sackville Hill Staff

Buttercup the Clown
City Lights Dancers
Child Find
“Bruiser” from the Hamilton Bulldogs

St. Johns Ambulance

Greater Hamilton Tours
La Piazza Allegra
Royal Connaught Howard Johnson Plaza Hotel
Tim Hortons
MMM Muffins

“**Show photographer**”...**Bill Sargeant**
Thanks for helping to capture those “**Kodac Moments**” with us

*S
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102..9
K-Lite F.M.
&
Danceline
Studios





These numbers reflect the number of visitors entering the main doors during the scheduled show hours.

Attendance:

| | |
|--------------|----------------------|
| Friday | 543 |
| Saturday | 937 |
| Sunday | 1805 |
| Total | 3285 Visitors |

“1999 INVITED EXHIBITORS”

The following is a complete listing of those faxed and invited to participate in the 1999 Hospitality and Tourism Show.

| | |
|---|---|
| A and B Catering | Carmens Banquet Centre |
| Ancaster Old Mill | Center Mall |
| Arb Productions | City of Stoney Creek |
| About Town Event and Mtg Planners | Caledonia Regional Confederation Chamber |
| Admiral Inn | Chedoke Golf Course |
| Adventure Village | Child Find |
| African Lion Safari | Comfort Inn |
| Ancaster Fair | Concession BIA |
| Andres Wine | Creative Arts |
| Art Gallery of Hamilton | Broadway Cinema |
| Airways Transit | Creative Impact |
| Barangas on the Beach | Communication |
| Battlefield Park | Cultural Services/ Department |
| Balloon Adventure | Community Renewals Officer |
| Barton Village BIA | Dundas Historical Society |
| Bennetts Farm | Days Inn |
| Ben Veldhuis Green Houses | Dance Line Studio |
| Binbrook Fall Fair | Discount Car and Truck Rental |
| Broadway Cinema | Dean's Keyboarding Centre |
| Brott Music Festival | Dofasco Gallery |
| Caledonia Regional Chamber of Commerce | Downtown BIA Promenade |
| Canadian Football Hall of Fame | Dundas Downtown BIA |
| Canadian Warplane Warplane | Dundas Little Theare |
| Carnegie Gallery | Dundas Valley School of Art |
| Canterbury Hills | Dyment Farms |
| | Earl Court Gallery |



Elderhostel-Mohawk College
Fest- Italia
Fun Trek Tours
Erland Lee Museum
Flamborough Downs
Friends of the Aviary
Gallery 435
Gallery in the Mall
Gallery on the Bay
Geritol Follies
Greater Hamilton Tattoo
Greater Hamilton Tours
Greater Hamilton Tourist
Information
Green Planet Tours
Golden Age of Variety Show
Go Transit
Hamilton Air Show
Hamilton Art Gallery
Hamilton Automobile Club
Hamilton Artists Inc.
Hamilton Bulldogs
Hamilton Children's Museum
Hamilton and District
Chamber of Commerce
Hamilton Eaton's Centre
Hamilton Farmer's Market
Hamilton Folk Art Heritage
Council
Hamilton Harbour
Commissioners
Hamilton International Airport
Hamilton Street Railway
Hamilton Spectator
Hamilton Theater Inc
Hamilton Mum Show
Hamilton Tiger Cats Football
Club
Hamilton Regional
Conservation Authority
Hamilton Musicians Guild
Hamilton Philharmonic
Orchestra
Hamilton Place
Copps Coliseum
Hillcrest Restaurant

Holiday Inn Express
Keyin Collège
Inchbury/FOBBA
International Village BIA
King Rose Travel
Hamilton-Wentworth Regional
Police
Jane Ann Newson
Hospitality Internship Program
Kittling Ridge Winery
Kenilworth Association
Lakeport Viewing Corp.
LaCosta
La Piazza Allegra
La Trattoria Italia
Limeridge Mall
Lloyd D Jackson Square
Lock Street Association
Maxima Tours
Marlin Travel
Museum of Steam and
Technology
McMaster Conference
Services
McMaster Hospitality Services
Main West BIA
McMaster Museum of Art
McNaught Gallery
Mohawk College
Mountain Plaza Mall
Octoberfest
Ontario Arts and Heritage
Opera House
Ottawa Street BIA
Puddicombe Farms
Quality Inn
Ramada Hotel
Rivers Banquet Services
Royal Botanical Gardens
Rockton Agriculture Farms
Royal Connaught Howard
Howard Johnson Hotel
Ontario Raiders
Rock Chapel Antique and Golf
Course
Royal Bank Aquafest



Sheraton Hamilton
Stanley Cooper Travel
Stoney Creek Chamber of
Commerce
Stoney Creek Dairy
Stoney Ridge Winery
Super 8 Motel
Symphony Hamilton
Tartan Games
The Tea Merchants
Town of Ancaster
Town of Flamborough
Theatre Aquarius

Town of Grimsby
Trans Presentation
Tri-County Carriage
Association
Visitors Inn/Purple Pear
Westdale Gallery
Westfield Heritage Centre
Wild Water Works
Winona Peach Festival
Wordsmith Gallery
Yuks Yuks

“Why some could not attend:”

When contacted some potential exhibitors indicated that they could not participate this year for the following reasons:

Location was not in Greater Hamilton Area and they could not support it.

Conflict of Dates

Special Project previously booked

Staff shortage

Would come to see show this year and hoped to participate in the future?

Too far for staff to travel/too far for volunteers to travel

Didn't have any info ready to display, would work on this for next year

Didn't have volunteer to cover 3 days.

For those that were contacted, through a further follow up, most indicated that they wanted to be informed of next year's date, location and time for consideration and planning.



The following media publicized information about the show:

- Hamilton Mountain News
- The Hamilton Spectator
- 102.9 K-Lite FM
- Oldies 1150
- Cable 14
- The Hamilton and District Chamber of Commerce Newsletter
- Greater Hamilton Bulletin
- Internet, Oakville, St. Catherines
- Hamilton Happening Hotline

Information was also distributed to:

| | |
|--|--------------------------|
| HACL Pay cheques | 150 attached flyers |
| City/Region Payroll | 4220 attached flyers |
| Greater Hamilton Bulletin | 5,000 flyers distributed |
| Hamilton District School Board | 5,000 flyers distributed |
| All Hamilton Recreation Centre's Libraries | |
| Senior Centres (in Hamilton and surrounding areas) | |
| Colleges & Universities | |
| Limeridge Mall Customer Care Centre/Centre Mall | |

INVITED PARTICIPANTS PACKAGES:

All exhibitors were mailed a package of posters and promotional cards to have available for their clients.

THE HAMILTON SPECTATOR

GREATER HAMILTON HOSPITALITY & TOURISM SHOW

More than 50 exhibitors will provide entertainment, brochures and hands-on activities this coming weekend. Don't forget to visit The Hamilton Spectator booth and enter our contest for your chance to win an overnight accommodation and buffet breakfast at The Sheraton Hamilton Hotel. Come and explore the unique opportunities available in our region. For More Information, Call 546-2541.

FREE ADMISSION
to R.B.G. Centre

Saturday, May 29

Sunday, May 30

9:30 a.m. - 3:30 p.m.

Royal Botanical Gardens Centre
680 Plains Rd. W.

**WIN A Night At
The Sheraton Hamilton
Hotel Including Buffet
Breakfast**



Sheraton Hamilton
HOTEL

Another Great Community Event Sponsored In Part By The Hamilton Spectator

THE HAMILTON SPECTATOR

TRAVEL

Hamilton as a tourist attraction — you betcha!

How do you make Carolyn Kovacs cringe? Tell her your relatives are visiting from overseas and you're taking them to Toronto to see the sights.

"That's the last thing I want to hear," says an emphatic Kovacs, co-ordinator of the region's 1999 Hospitality and Tourism Show next weekend. "There's so much in our area and we need to educate people in the community about what we have right here."

And that's exactly what she sets out to do with the annual show which assembles bodies and businesses from the hospitality industry for a two-fold purpose.

One is to give tourism professionals an opportunity to promote themselves and network with others in the field; the second, to let Joe Public know what's available in and around his hometown.

"It's a whole package and I think it creates a synergy," says Kovacs. "People start to bubble and say, 'I've seen this or been there or heard about that' and all of a sudden, you've got this wonderful adventure happening."

Although the size of the show has remained constant since it started in 1993, averaging 50 exhibitors annually the number of guests has

including the Plains Road West centre. Ideally then, there will be no shortage of people to whom Kovacs & Co. can make their pitch.

Kovacs isn't quite sure how her name "got on the list", but she found herself part of the Greater Hamilton Tourism Committee back in 1993. Listening to other committee members at meetings, she realized there was precious little in the way of opportunities for local attractions, particularly smaller ones, to get the word out about what they had to offer.

"They all said they didn't have the money or the time or the manpower to go to the big travel shows, so I suggested putting on something small, or locally," says the effervescent Kovacs. "I looked at it as a challenge and opportunity."

The first step was to contact potential exhibitors and offer them booth space at a reasonable \$50. A team of volunteers and staff helped with the set up and made suggestions on how participants could effectively market themselves.

This year as always, the lineup is diverse. It includes representation from local hotels, sports teams, arts and theatre groups, travel agencies, tour companies, attractions such as Battledfield House, Westfield Heritage Centre and the Art Gallery of Hamilton, and special events like



MARY NOLAN

grown from 1,200 that first year to about 1,500 last year. And changing the location this year all but guarantees significantly higher numbers.

"Little experiment"

As "a little experiment", Kovacs says, the show is moving from the Sackville Hill Seniors' Centre, where she is community centre supervisor to the Royal Botanical Gardens Centre. It's no coincidence that the show is being held the same weekend as the RBG's wildly popular Lilac Festival, (which starts tomorrow, continues Victoria Day and concludes next Sunday) and draws as many as 20,000 local and out-of-town visitors to the Lilac Dell and other RBG properties.

AquaFest, the Hamilton International Air Show, the Greater Hamilton Tattoo and the Boris Brott Summer Music Festival.

Kovacs insists on free admission and a show that offers something for everyone.

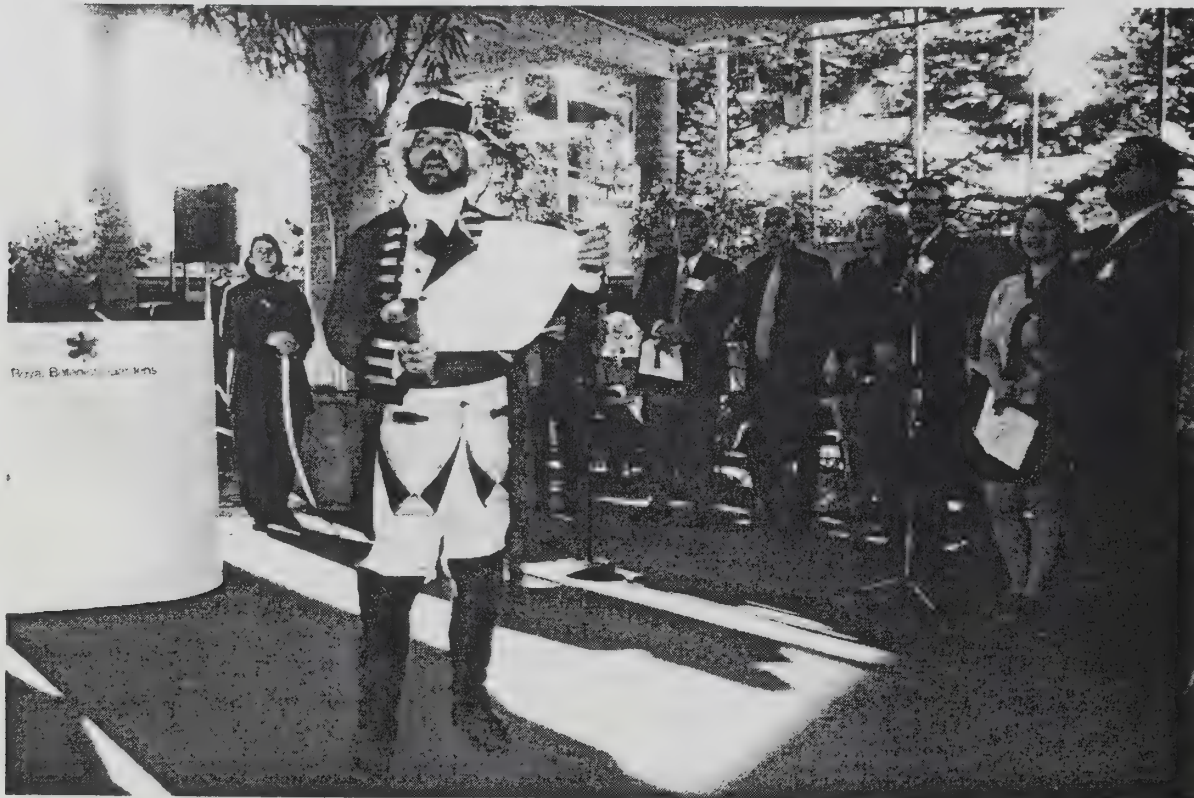
Theatre tickets, gift baskets, getaway packages, T-shirts and other door prizes are donated by the exhibitors, who also provide freebies and handouts like fridge magnets, pens, brochures and maps. There's entertainment throughout both days, along with face-painting, mascots, hands-on exhibits and other family activities on the Sunday

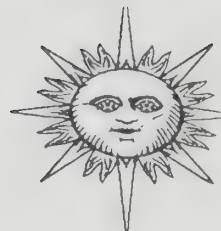
The key

Goodwill Ambassador pins will be available for \$3.50 each and represent the wearer's tacit promise to hype Hamilton-Wentworth at every opportunity and treat its guests with kid gloves.

The key to being an effective goodwill ambassador, Kovacs maintains, is to give people a very warm welcome when they arrive, send them off with a fond goodbye and fill the time in between with Kodak moments. The 1999 Hospitality and Tourism Show is on from 9:30 a.m. to 3:30 p.m. Saturday and Sunday May 29 and 30. For more information, call 546-2541.

Opening Ceremonies





Confirmed Exhibitors:

The following list reflects the exhibitors that participated in this years event.

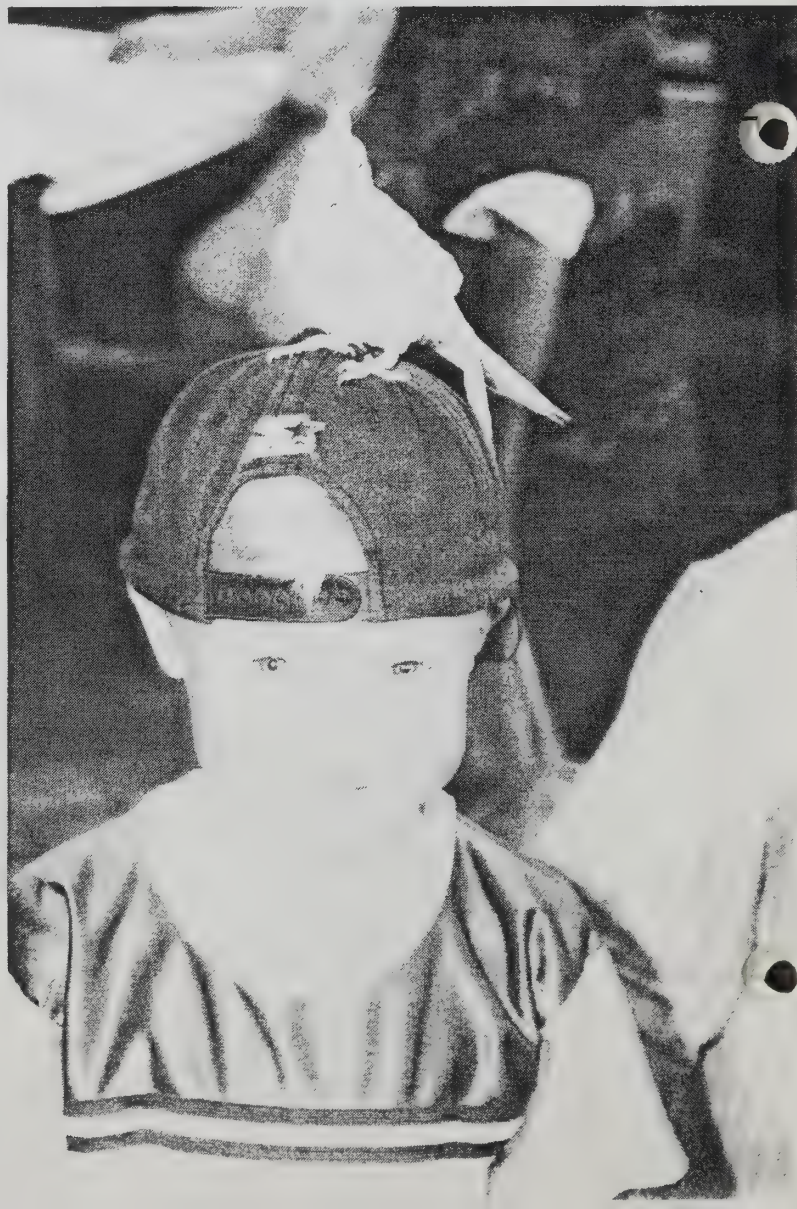
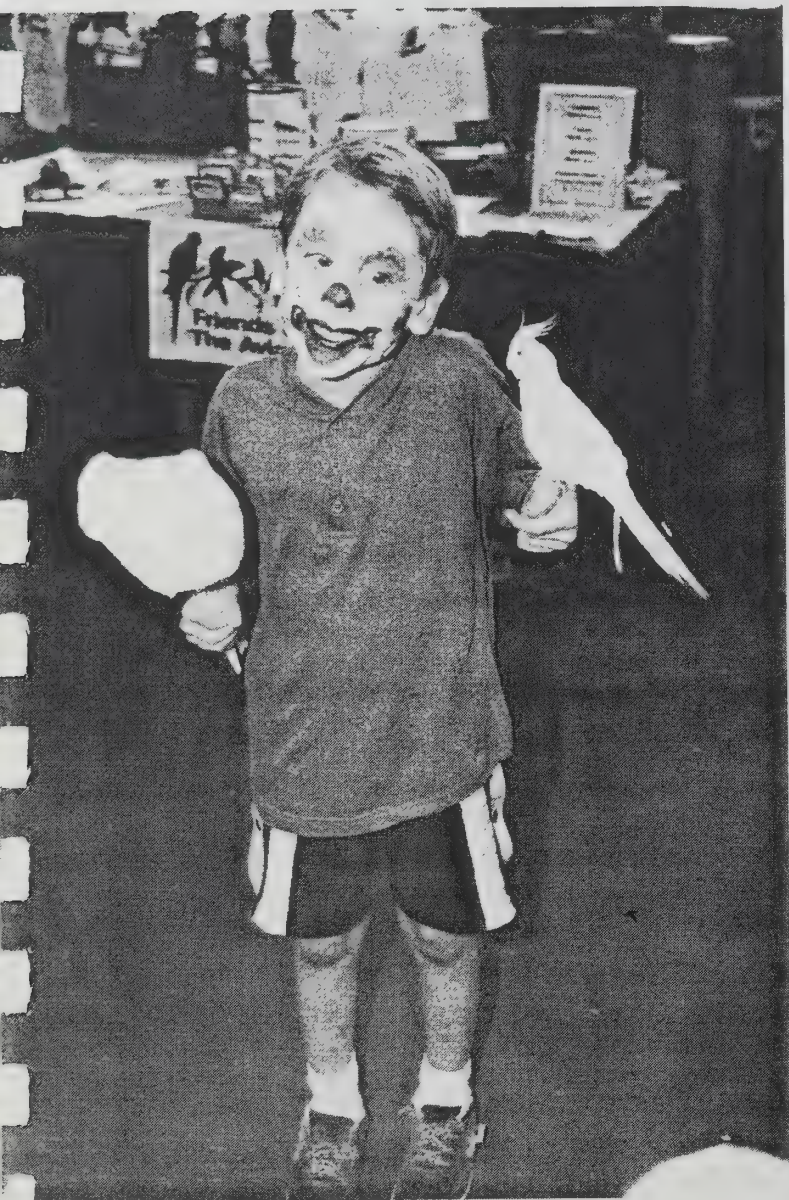
| | |
|---------------------------------|--------------------------------|
| Holiday Inn | Golden Age of Variety |
| Town of Flamborough | Binbrook Fair |
| Keyin College | Fun Trek Tours |
| Battlefield House | Royal Connaught Hotel |
| Theatre Aquarius | Howard Johnson Hotel |
| HRC Authority | Stanley Cooper Travel |
| Westfield Heritage Cntr. | African Lion Safari |
| Canadian Warplane Heritage | Fobba Bed & Breakfast |
| Greater Hamilton Royal Bank | Brott Music Festival |
| Aquafest | Dept. Culture & Recreation |
| Greater Hamilton Tattoo | Friends of the Aviary |
| Greater Hamilton Tourist Info. | Dyment Farms |
| Canterbury Hills | Marlin Thomas Cook Travel |
| La Trattoria Italiana | Dance Line Studios |
| Hamilton Bulldogs | Swingstep Silver Fox |
| Dundas Little Theatre | New Mum Show |
| Greater Hamilton Tours | Grimbsy Chamber of Commerce |
| Art Gallery of Hamilton | Hamilton Spectator |
| Maxima Tours | Royal Botanical Gardens |
| Ont Workers Arts Heritage | Rockton Agricultural Soc. |
| Hamilton International Air Show | It's Your Festival |
| Comfort Inn | La Piazza Allegra |
| Creative Arts | H.E.C.F.I |
| Caledonia Region Chamber of | Go Transit |
| Commerce | Concession Street BIA |
| Sheraton Hamilton | Conqueror II Drum & Bugle Corp |

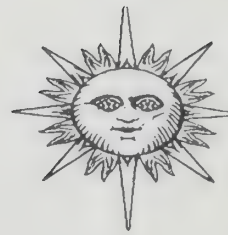
Visitors... How far did they travel?...Visitors to this years show included the following list of locations:

| | |
|----------------|----------------------|
| ❖ Peterborough | ❖ Stoney Creek |
| ❖ New York | ❖ Brantford |
| ❖ Pittsburgh | ❖ Mississauga |
| ❖ Kitchener | ❖ Oakville |
| ❖ Dunfield | ❖ North York Toronto |
| ❖ Hamilton | ❖ St. Catherines |
| ❖ Burlington | ❖ Nova Scotia |
| ❖ Dundas | ❖ Sarnia |
| ❖ Binbrook | |
| ❖ Flamborough | |

“Kodac Moments”

*with
New Friends*





Evaluations reflect as much or as little information as the person writing it. Some exhibitors went to great lengths to complete , fax, drop off, or phone in comments.

*To all who took the time, made suggestions and gave constructive criticism
Thankyou, Thankyou, Thankyou – that's how we improve and grow!!*

Your comments are documented in the following pages.

To all those who took the time to call and send notes – Thanks for the thoughts, smiles and camaraderie!

It was a pleasure sharing this adventure and I hope you have many "Kodac" moments.

Exhibitor Evaluation Sheet:

Total # of Evaluations returned was "64"

Q. In your opinion the show was:



Perfect
6%



Great
56%



Undecided
18%



Unfavorable
0



Inadequate
0

Q. Were your expectations met?



Overwhelming
6%



Super
37%



Adequate
33%



Expected more
10%



No
3%



**Q. Were you pleased with the promotion and publicity?
(Radio, paper, schools, payroll, Spectator, etc.)**

| Yes | No |
|-----|----|
| 64% | 3% |

Comments:

- | | |
|-------------------------------------|---|
| ➤ Heard lots on K-Lite | ➤ Heard about it because i was asked to volunteer |
| ➤ Great Job | ➤ Did not see or hear much |
| ➤ Didn't hear on CHML | ➤ Television & Internet |
| ➤ Didn't hear too much | ➤ I missed any there was |
| ➤ Internet | |
| ➤ Back to Sackville Hill | |
| ➤ I didn't hear much or see any ads | |

Q. If a similar show were done in the future would you participate?

| Yes | No |
|-----|----|
| 87% | 1% |

Additional Comments:

- | | |
|---|------------|
| • I would recommend it to Creative Arts | • Probably |
| • Possibly | • Not sure |
| • Up to the B.I.A. | |

Q. Would you like to see this show held again?

| Yes | No |
|-----|----|
| 87% | 0 |

Q. What year do you wish to see the show held?

2000 80% 2001 20%

Comments:

Yes, but at Sackville Hill



Please give us constructive criticism as to how we can improve the show in the future.

Your Comments included:

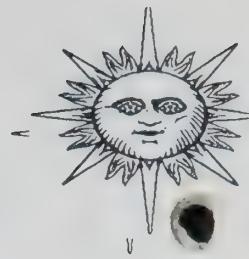
- More impressed with last year than this years
- 4-wall gym is more conducive to this type of show
- Try to attract more age groups
- Food was priced better Sunday
- Excellent job very impressed with organizing skills
- Congratulations
- Public numbers were smaller than expected
- How about Convention Centre

Hot Topics:

Dates & Times:

Your comments as taken from the actual evaluations:

- | | |
|---|--|
| • Tourism week, it fits | • Sunday was best with bus groups |
| • Important to keep time, after two years, in same slot | • Coincided with hot weather-people may have been outdoors |
| • May is a good month | • Early May |
| • No change | • Made several contacts |
| • Earlier in May | • Suits us perfectly |
| • Perfect timing | • Maybe April would be better |
| • Friday & Sunday | • Little earlier in May |
| • Good this year | • Times: 11am - 4 pm, |
| • Maybe on a rainy weekend such as a long weekend | • Earlier May or Fall |
| • Fine with some promotion | • Same time |
| • Earlier or fall | • Earlier in fall |
| • Great | • Like Senior Centre better, more friendly. |
| • Have it end of spring less events around the city | • O.K. |
| • Great timing for us | |



- **Cost:**

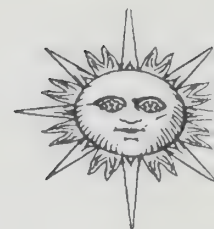
Your comments as taken from the actual evaluations:

- | | |
|------------------|------------------------|
| • Perfect | • Great |
| • Reasonable | • Quite reasonable |
| • Advertise cost | • \$50 is a fair price |
| • Free | • Couldn't be better |
| • Excellent | • Adequate |
| • O.K. | • In line |
| • Leave free | • Great deal. |
| • Food costly | |

Organization:

Your comments as taken from the actual evaluations:

- | | |
|---|---|
| • You guys did a great job | • Have all sports one area, all festivals in another etc. |
| • Wonderful organization | • 10+ + |
| • Smooth | • Above and beyond |
| • Excellent from the first moment I got inside the door | • Perfect |
| • Signs on the table | • Well organized |
| • For the most part good, but there is room for improvement | • Could have made arrangements for the coffee shop to be opened earlier than 11am |
| • Good | • Very well done |
| • Smooth | • Well done |
| • Professional | • Wonderful |
| • Positive | • OK |
| • Great P.R. skills | • Good |
| • Decent | • Very good |
| • Our location was too tucked away | • Very organized |
| | • Outstanding |
| | • #1 in our books. |



Exhibitors Setup:

Your comments as taken from the actual evaluations:

- Well organized
- Excellent
- Lots of help
- Very good
- Great.
- Liked our location
- Crowded when entertainment was here
- Upstairs inadequate
- Very poor location for some exhibitors
- We were not in a good spot
- Some were forgotten in corner
- Back to Sackville Hill please
- Setup fair
- No problems
- More room between some of the booths
- Hall is lovely but should be more to the setting
- Too fragmented, stuck in corner
- Maybe should be in one area
- Better if all downstairs
- Good
- Coffee should be at 9am
- Good
- Booths too scattered

Publicity:

Your comments as taken from the actual evaluations:

- Excellent
- Scarce
- We didn't receive any publicity package
- Good
- Radio, ON TV, internet
- More, this is a great show where are the people?
- Send flyers to various ethnic groups
- Try to extend to families
- Add signage on roads for people who don't know the RBG
- Only heard on K-lite FM
- No newspaper
- Saw in Spectator
- Was fine
- Contact ethnic groups
- Not good enough
- Mobile signs
- Last year info was sent out this year nothing
- Great
- Nice packages.



Volunteers:

Your comments as taken from the actual evaluations:

- Absolutely wonderful
- I appreciated offers of help
- If needed, they were there
- Helpful
- Good
- Sociable
- Excellent
- Fair
- Nice
- Had our own
- Sufficient
- Good
- Superb
- Friendly
- Knowledgeable
- Great and lots of them
- Very helpful
- More than enough.
- Tea was too late

Atmosphere:

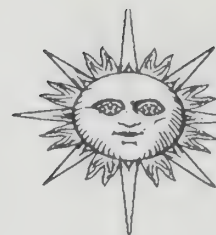
Your comments as taken from the actual evaluations:

- Great
- Good
- Friendly, warm, bright
- Super
- RBG is great but some place where people gather for other purposes maybe better
- Pleasant
- OK
- Very pleasant
- Good
- Good atmosphere but too quiet where located
- Sometimes a bit overwhelming with music coming from many different sources but probably can't be helped due to echo in building
- Background music
- Very nice
- Good
- RBG was beautiful setting real sense of camaraderie
- Decent
- Friendly & helpful
- Excellent
- Ambiance is great but we need to have the exhibits in the auditorium
- Warm & welcoming
- Great location.

Parking:

Your comments as taken this from the actual evaluations:

- Good
- OK
- Good I was there early & later
- Great
- Excellent
- Not enough
- Great
- Great very easy
- Had no problems
- Fine
- Free!



Entertainment

Your comments as taken from evaluation sheets:

- Excellent
- Band great
- Music in background
- Great
- Good
- Terrific
- Didn't see any but it seems it was all seniors
- Didn't see and better if there was more
- Have some kids, they bring parents
- Congratulations to the groups
- Didn't see any because my booth was not close
- Good
- Fantastic.

Networking/Contacts:

Your comments as taken from evaluation sheets:

- Impossible to meet & liase with other exhibitors at times due to the setting
- In my opinion if you are going to have it at the RBG again the displays should be in the auditorium
- Excellent focus met lots of partnerships
- Outstanding
- Exhibitors cooperative
- Deals made
- Great
- Positive
- Made several serious contacts
- Got to know people right around me
- Good
- Enjoyable
- Works well
- Very good
- Knew a lot of people but also met new ones
- Wonderful opportunity
- Met plenty of people
- Not easily accessible for most exhibitors (i.e. the ones at beginning of building did not see the ones at the end)
- Our booth was not accessible
- Liked Sackville Hill better.



Future Recommended Exhibitors:

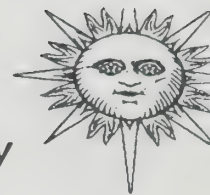
Your comments as taken from evaluation sheets:

- Private sector more restaurants
- Invite ethnic groups and try another venue
- Try McMaster museum of Art or Burlington Art Centre
- Need more exhibitors
- Hamilton Folk Art Heritage Council
- Ruth Haven Park
- Dundas Cactus Festival
- B.I.A. and shopping destinations
- TiCats
- Food vendors.

Future Show Location:

There are many details that are time consuming but we try to make contact with all exhibitors, on several levels and at various times prior to the show. Our work begins in January. We fax everyone a minimum of twice by March. We initiate calls and follow-ups-(by March,) prepare and distribute packages-(April.) This is done on an ongoing basis and we try to build each year. We take calls, questions, collect monies, make contacts for promotion, partnerships and publicity and each year try to have a special attraction. These are some of the things to be considered when choosing a site/location for the next show:

- Location to be able to house approximately 60 exhibits
- Location to have substantial parking
- Parking to be free
- Access to bus routes (major)
- Food available – various price ranges
- Approval to bring in coffee/tea/muffins/cake/complimentary
- Set up available night before event
- Security to either lock-up or monitor exhibits
- Storage area-materials, costumers, information.
- Area for childrens activities
- First Aid area
- Area for volunteers-to relax, leave personal items
- Area to display large sign outside
- Equipment available-no charge, banquet tables, chairs, coffee urns, trollys, cups, pitchers
- Access to computer (prior to Opening Ceremonies)
- V.I.P. area for Dignitaries to meet
- Place to hold Helium tanks
- Availability for 3 days – times open & closed
- Ambiance – warm, friendly – “non threatening”
- Good sound P.A. system



***The following evaluation comments were expressed by
this years "Host Facility" Royal Botanical Gardens***

Evaluation by: Brenda Branch

1. In your opinion the show was:
"Great"
2. Were your expectations met?
"Super"
3. Which days were you in attendance?
"Friday & Sunday"
4. Were you pleased with the promotion and publicity?
"Yes"

Are there any other venues of publicity that we should explore next year and if so, please leave contact name and number.

Comments: If held at RBG more cross promotion with the Lilac Festival.

5. Please give us constructive criticism as to how we could improve the show.

Dates & Times: "In line with Tourism Awareness Week"

Cost: "Free"

Publicity "Great"

Exhibitors Set Up "Great"

Volunteers "Great"

Organization "Great!!"

Atmosphere "Great"

Networking "Great"



Entertainment

Sackville Hill Ukulele Band
Sackville Hill Guitar Group
Danceline Studio Dancers

Hamilton City Lights
Sackville Hill Ballroom
Dancers

Special Guest for the “Kids” – young and old!

Thankyou for sharing the Spirit of the Show!

You brought smiles and “chuckles” to and from all ages, and you truly were Goodwill Ambassadors.

Buttercup the Clown

Hamilton Bulldogs Mascot “Bruiser”

Special Mention

Thank you to St. Johns Ambulance for providing us with the wonderful staff at this event. Your presence always offers an added sense of safety and reassurance.



*This page is dedicated to my wonderful “**Crew of Angels**” who came together (many for the fourth year) to assist with the “million and one things” that need to be done to put on the show.*

Volunteers and staff give their best to make this a positive and worthwhile experience for all...and I know they have fun doing it!

Sackville Hill Volunteers

Joan Wright
Joan O'Donnell
Gord O'Donnell
Ruby Martin
Shirley Tarvis
Joan Dalby
Helen O'Neil
Doreen Dorsch

Ida Parkinson
Pauline Neu
Arlene Boswell
Vi Morgan
Bill Glover
Mike Moran
Joyce Cassidy
Richard Cassidy

Sackville Hill Staff

Linda Kushkevics
Cathy Kohler
Sue Paweska

Thanks to each and every one of you for your support, enthusiasm, smiles and “magic fingers”.

You are such great Goodwill Ambassadors!

My heart felt thanks to you!! 

CAY ON HBL AUS
C51P1N1
1999



Kathryn Deiter
Bus/Municipal Affairs
Hamilton Public Library

URBAN MUNICIPAL

OCT 22 1999


GOVERNMENT DOCUMENTS

NOTICE OF MEETING

New Mum Show Sub-Committee

**Thursday, October 21, 1999
3:30 o'clock p.m.**

Horticulture Building, Gage Park Greenhouses


Charlene Touzel, Secretary
New Mum Show Sub-Committee

NOTE: In order to ensure that there are enough members present at this meeting to form a quorum, would you please notify the Secretary at 546-3994 if you are unable to attend.

AGENDA

1. **CHAIRPERSON'S REMARKS** (no copy)
2. **TOUR MUM SHOW AND TRADE SHOW** (no copy)
3. **ADOPTION OF MINUTES**

Minutes of the New Mum Show Sub-Committee for its meeting held September 16, 1999

4. **BUSINESS ARISING FROM THE MINUTES**

- a) Review Status of Marketing Plan for Month of October (as referenced in the Minutes)
- b) Tickets for Mum Show (no copy)
- c) Participation by Liaison College re: Cooking Seminar during Mum Show (no copy)
- d) Appointment of New Member (no copy)

5. **1999 MUM SHOW** (no copy)

- a) Official Opening – Jim Pook to Report on Program, Jeanne Reid to report on reception
- b) Mum's Kitchen – Jeanne Reid to report
- c) Volunteers – Judy Lockley to report (Note: Committee Members are asked to call Judy Lockley **prior** to the meeting to schedule their volunteer hours at the Mum Show)
- d) Tours/School Group Bookings etc. – June Hannah-Cook to report
- e) Promotional Activities – David Adames and Jim Pook to report (Note: Posters will be available at the meeting for distribution by Committee Members)

6. **FINANCIAL REPORT**

Status of Mum Show Accounts (available at meeting)

7. **OTHER BUSINESS** (no copy)

- a) Next Meeting Date
- b) Future of Mum Show (Agenda Item requested by Richard Lockley)

8. **ADJOURNMENT**

Note: A Volunteer Orientation Session will be held at 6:00 p.m.

Thursday, September 16, 1999
3:30 o'clock p.m.
Room 219, City Hall

The New Mum Show Sub-Committee met.

There were Present: Alderman Tom Jackson, Chairperson
John Carey, Vice-Chairperson
Alderman Ron Corsini
Frank Berry, Judy Lockley, Richard Lockley

Regrets: Alderman Duke O'Sullivan
Jean Carey

Also Present: Jim Pook, David Adames, June Hannah-Cook,
Charlene Touzel

3

1. CHAIRPERSON'S REMARKS

Announcement re: Staffing – Early Retirement of Jim Pook

Alderman Jackson, Chairperson, announced that Jim Pook has accepted an early retirement package and will be leaving the Department of Public Works and Traffic at year-end. Jim Pook was thanked for his years of service and commitment to the City's Mum Show.

2. ADOPTION OF MINUTES

The Committee was in receipt of the Minutes of the New Mum Show Sub-Committee for its meeting held June 17, 1999. These Minutes were adopted as circulated.

3. PROMOTION/MARKETING PLAN FOR 1999

a) Review Status of Areas of Responsibility Assigned for July to October, 1999

The Committee reviewed the status of the Promotion/Marketing Plan areas of responsibility assigned for July to October, 1999 as recorded in the Minutes of the June 17th meeting.

The following additional courses of action with respect to the Promotion/Marketing Plan were noted and/or approved:

July:

1. **Contact the various BIAs to establish a brochure distribution network, especially with the Ottawa Street B.I.A** - Richard Lockley agreed to contact the Concession Street BIA to ensure the distribution of Mum Show brochures.
2. **Work with Nutcracker Festival team to plan community event exposure (e.g. mall displays, mascot use, event inclusion, cross-promotion opportunities)** - John Carey questioned the partnership arrangements with the Nutcracker Ballet/Festival. The Committee Secretary indicated that she did see an advertisement for the Ballet that referenced the Mum Show. David Adames agreed to follow up on this.
3. **Participate with a display at the Children's Museum Birthday Party** - Richard Lockley reported that he did attend the Hamilton Children's Museum Birthday Party, but recommended that alterations to the Mum Show Mascot costume are needed.

August:

1. **For Mum Show 2000 select Show's theme and produce new brochure to be readied for distribution at Mum Show 1999** - Jim Pook reported that a meeting was held to discuss a theme for the 2000 Mum Show, but that a theme has not yet been finalized. Jim Pook also indicated that his Staff may not be able to prepare the brochure this year.
2. **Prepare material for schools and contact School Boards (public and separate boards) to plan mail-out strategy** - The Secretary reported that the letters to the schools have been sent. The Secretary added that she will prepare a telephone list of Public and Separate Schools so that Committee Members can make follow up telephone calls.
3. **Mail promotional material to local seniors' homes and groups** - June Hannah-Cook reported that a major mailing of 4,000 Mum Show promotional brochures will be done next week.
4. **Distribute promotional material to Scout and Guide Houses to be ready for pick up by leaders the first week of September** - June Hannah-Cook indicated that she will assist Frank Berry in developing letters to Scouts/Girl Guides encouraging them to attend this year's Mum Show.
5. **Contact McMaster University Public Relations Department (Andrea Farquar) to establish brochure distribution channels. (e.g. distribute flyer via payroll cheques, bulletin board posting, information to faculty etc.)** - David Adames indicated that arrangements have been made for bulletin board postings at McMaster University.
6. **Contact McMaster University Business School (Marvin Ryder) to assess whether Marketing Students would be interested in taking on the Mum Show as a marketing-research related project** - Frank Berry indicated that he has contacted McMaster University's Business School who is interested in taking on the 1999 Mum Show as a marketing-research project. Frank Berry agreed to co-ordinate this with the assistance of the Committee Secretary and David Adames.
7. **For Mum Show 2000 mail promotional information to tour operators for the motorcoach industry** - June Hannah-Cook indicated that this item is on hold until the 2000 brochures are prepared.
8. **Send information to Economic Development for inclusion in the Greater Hamilton Special Event Bulletin for both October and November** - June Hannah-Cook indicated that this mass mailing will be done next week.
9. **Create separate mini-promotion plan for events such as the Opening Night** - The Committee agreed to discuss this item in more detail later in the agenda.
10. **If budget permits, plan and purchase media buy (i.e. newspaper ads, radio ads)** - David Adames indicated that The Hamilton Spectator is unable to sponsor this year's Mum Show. The Committee subsequently approved the following:

That an upset limit of \$3,000 be set for paid advertising for the 1999 Mum Show, the allocation for which will be determined by David Adames.
11. **Plan ads with promotional partner(s)** - On hold pending further discussions with the Nutcracker Ballet/Festival organizers.
12. **Work with the Children's Museum in preparing a joint flyer for their fall exhibit** - Done.
13. **Contact Ward Aldermen to plan a joint newsletter that could be mailed to Ward 3 residents and create a Web link with Ward 3 site** - Richard Lockley suggested that the Mum Show be included in a number of community newsletters such as the Beach Strip Newsletter, which are printed in-house. The Secretary was asked

to contact the Service Department to see which ones are printed at City Hall and obtain contact names/numbers to see if mention of the 1999 Mum Show can be included in their Newsletters.

September:

1. **Distribute material to schools the first week that the students are back in school. (possible to link with Friends of Gage Park with school promos)** - Letters have been sent and the Committee Secretary will provide a list of schools for Committee Members to do follow up telephone calls.
2. **Begin distribution of Show brochures to Hamilton locations, especially Royal Botanical Gardens, flower shops, garden centres, Hamilton Region Conservation Authority, local tourism partners, Culture and Recreation facilities (especially Hamilton Farmers Market and Sackville Hill Seniors Centre), libraries, Community Information Centre, Seniors Centres, Shopping Malls and the Chamber of Commerce** - The Committee was advised that a Mum Show display will be set up at the RBG and that brochures will be distributed to the RBG membership.
3. **Participate in the Ottawa Street Festival** - Frank Berry indicated that he was not able to participate in the Ottawa Streetfest but reported that the event was not well attended.
4. **Mail Media Kit to local media outlets** - The Committee was advised that the first media releases will go out next week.
5. **Distribute brochures to the BIAs for posting in their merchants' stores** - Done.
6. **Have the Mum Show appear as an "Advertisement" on the Home Page of the City's Web Site** - David Adames indicated that he is still investigating this.
7. **Distribute promotional information to all trade show participants for distribution through their venues** - Jim Pook reported that this has been provided on an ongoing basis.
8. **Signs installed around the City (Public Works)** - Jim Pook advised that the Mum Show signs are presently being redone.
9. **Distribute flyers to local churches (good Sunday afternoon activity)** The Secretary indicated that she has distributed copies of the Mum Show brochure to local churches - The Secretary reported that this has been done.
10. **Put up posters in GO Station** - Jean Carey will co-ordinate the placement of Mum Show posters at the GO Centre. It was suggested that all remaining posters be available at the next meeting so that Committee Members can distribute them to local businesses, etc. to promote the 1999 Mum Show.
11. **Check with HSR and distribute flyers on buses** - Alderman Jackson indicated that the HSR has agreed to display Mum Show brochures in City buses prior to the Mum Show.
12. **Promotion at Tourism Booth** - June Hannah-Cook indicated that the Committee could promote the Mum Show at the Tourism booth located in the Eaton's Centre. John Carey expressed an interest in volunteering for a few hours to distribute Mum Show brochures.

October:

1. **Follow up the media kit mailing with telephone calls. This is critical to keep the momentum going with the show. Include Cable 14's South 905 Show in all event activities, especially the Opening Night. Schedule promotional interviews** - Alderman Jackson advised that he would be willing to be interviewed on Cable 14's South 905. David Adames agreed to make the contact in this regard.

2. **With the first week of October, begin weekly media fax (press release), changing the press release each week with "teaser" information (e.g. can use the different special event days, Mum Show trivia facts, Nutcracker theme as material for the teasers)** – David Adames to co-ordinate.
3. **Distribute flyers via City of Hamilton employees' paycheques and McMaster (if approved)** - David Adames reported that mention of the Mum Show will be included on City/Regional employees' paycheques on October 22 and 29, 1999.
4. **Mum Show flyer to be included in Greater Hamilton Special Event Bulletin mailing** - June Hannah-Cook to co-ordinate.
5. **Flyer distribution at a Hamilton Tiger-Cat home game, the game that is closest to the opening of the Mum Show** – David Adames indicated that he has not yet co-ordinated flyer distribution at a Tiger Cat game, but agreed to make the necessary arrangements and will notify Richard Lockley who agreed to provide a mascot for this event.
6. **Flyer distribution at a Hamilton Bulldogs home game (same strategy as Tiger-Cat game)** - David Adames to co-ordinate and notify Richard Lockley who agreed to provide a mascot for this event.
7. **Promotional Partners begin airing advertisements** - Pending.
8. **Any paid promotions also begin** -Pending.
9. **On October 29, deliver pots of mums to all local media outlets, especially for morning radio shows** – Pending.
10. **In late October, deliver pots of mums to local hotels (for front desks), Sackville Hill Seniors Centre and Lime Ridge Mall (information centre) along with flyers and posters** - Pending.

b) **Nutcracker Passport**

The Secretary indicated that the Nutcracker Passport is no longer being considered, therefore no action was required on this matter.

c) **Tickets for Mum Show**

Frank Berry questioned the status of the preparation of a professional-looking ticket which could be pre-sold for admittance to the Mum Show. Considerable discussion ensued on this matter and it was agreed that David Adames would develop a ticket design and forward to the Committee Secretary for printing. The Committee also appointed Frank Berry as the Pre-Ticket Sales Co-Ordinator.

4. **OTHER BUSINESS**

a) **Review of 1999 Mum Show**

Jim Pook provided an overview of the plans for the 1999 Mum Show.

Jim Pook added that he has been approached by chefs at Liaison College who are interested in running a seminar on cooking at the Mum Show, but suggested that the Committee reimburse them for some of their expenses. The Committee agreed to contribute \$100 in this regard.

b) **Official Opening**

Jim Pook advised the Committee that he is considering holding the Official Opening in the Tropical House.

The Secretary indicated that Jeanne Reid, representative of the Friends of Gage Park, will attend the October meeting to report on their involvement in the Official Opening and in Mum's Kitchen.

The Committee also agreed that Mum Show volunteers would be invited to attend the Official Opening.

c) **Next Meeting Date**

Committee Members were advised that the next meeting of the New Mum Show Sub-Committee will be held on Thursday, October 21, 1999 at the Gage Park Greenhouses, followed by a Volunteer Orientation Session at 6:00 p.m.

d) **Financial Report – Status of Mum Show Accounts**

The Committee received the Financial Report showing the status of the Committee's accounts, as at September 16, 1999 as prepared by the Committee Secretary.

John Carey suggested that future Financial Reports include not only the monies expended, but monies commitment.

e) **1999 Hospitality and Tourism Show – Final Report**

The Committee received for information, a copy of the 1999 Hospitality and Tourism Show Final Report.

f) **Appointment of New Member**

Richard Lockley indicated that he has the name of a new potential member. It was noted that there is currently one citizen member vacancy on the Committee, therefore the Committee approved the following:

That Armond Coderre be appointed to serve on the New Mum Show Sub-Committee for a term to expire November 30, 2000.

The Secretary was asked to forward this recommendation on to the Parks and Recreation Committee for consideration and approval.

g) **1999 Fall/Winter Program Guide**

David Adames advised the Committee that the Mum Show has been included in the City/Region's 1999 Fall/Winter Program Guide.

5. **ADJOURNMENT**

There being no further business, the meeting then adjourned.

Taken as read and approved,

Alderman Tom Jackson, Chairperson
New Mum Show Sub-Committee

Charlene Touzel, Secretary

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NOTICE OF MEETING

GOVERNMENT DOCUMENTS

New Mum Show Sub-Committee

**Thursday, December 2, 1999
3:30 o'clock p.m.
Room 233, City Hall**

Charlene Touzel, Secretary
New Mum Show Sub-Committee

NOTE: In order to ensure that there are enough members present at this meeting to form a quorum, would you please notify the Secretary at 546-3994 if you are unable to attend.

A G E N D A

1. CHAIRPERSON'S REMARKS (no copy)

- a) Welcome and Introduction of New Committee Member – Armond Coderre
- b) Presentation to Jim Pook, City Horticulturist

2. ADOPTION OF MINUTES

Minutes of the New Mum Show Sub-Committee for its meeting held October 21, 1999

3. 1999 MUM SHOW – WRAP UP (no copy)

Note: Please submit all outstanding invoices to the Committee Secretary for payment before year end

4. FINANCIAL REPORT

Status of Mum Show Accounts (report available at meeting)

5. **OTHER BUSINESS** (no copy)

Meeting Schedule for 2000

6. **ADJOURNMENT**

Thursday, October 21, 1999
3:30 o'clock p.m.
Horticulture Building, Gage Park Greenhouses

The New Mum Show Sub-Committee met.

There were Present: Alderman Tom Jackson, Chairperson
John Carey, Vice-Chairperson
Alderman Ron Corsini
Jean Carey, Judy Lockley, Richard Lockley

Regrets: Alderman Duke O'Sullivan
Frank Berry

Also Present: Jim Pook, David Adames, June Hannah-Cook,
Jeanne Reid, Charlene Touzel

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1. **CHAIRPERSON'S REMARKS**

Alderman Jackson, Chairperson, assumed the Chair and called the meeting to order.

2. **TOUR MUM SHOW AND TRADE SHOW**

Committee Members and Staff toured the Mum Show and Trade Show areas.

3. **ADOPTION OF MINUTES**

The Committee was in receipt of the Minutes of the New Mum Show Sub-Committee for its meeting held September 16, 1999. These Minutes were adopted as circulated.

4. **BUSINESS ARISING FROM THE MINUTES**

a) **Review Status of Marketing Plan for Month of October**

The Committee reviewed the Marketing Plan for the month of October and discussed promotional opportunities to raise awareness of the Mum Show. As outlined in the Marketing Plan, 75 potted mums will be ordered for distribution as follows:

Media Outlets, Lime Ridge Mall – David Adames
Tourist Information Centre, Hotels, Hamilton Convention Centre, St. Joseph's Hospital, Jackson Square and the Eaton's Centre – June Hannah-Cook
City Council Chambers, Mayor's Office, Aldermen's Office, City Hall Information Desk – Charlene Touzel

It was also agreed that the Secretary would order corsages/boutonnieres for Members of City Council to wear at the October 26th Council meeting. Richard Lockley also agreed to make arrangements for the mascot to attend and distribute Mum Show brochures at this meeting.

David Adames reported on the media coverage for the event, including an advertisement in The Hamilton Spectator on October 29 and November 5, coverage on Cable 14, messages on the Jumbotron at the corner of Main and Dundurn Streets, as well as on three other pixel boards throughout the City, Hamilton Spectator editorials and media interviews, articles in gardening magazines such as Century Homes and Plant and Garden, and, advertisements in City Parent and Forever Young Newspapers.

The Committee agreed that the advertisements in The Hamilton Spectator should include a \$1 off coupon, which will assist in tracking visitors to the Show.

Alderman Jackson also agreed to contact the Mayor to see if a Mum Show flyer can be included with City/Regional employees' paycheques to be distributed next week.

b) **Tickets for Mum Show**

The Secretary reported that the tickets have been prepared and a sample was circulated for the Committee's information. The Secretary added that 100 pre-printed tickets have been given to Frank Berry for advance ticket sales.

c) **Participation by Liaison College re: Cooking Seminar during Mum Show**

The Committee was advised that Liaison College is no longer able to participate in this year's Mum Show.

d) **Appointment of New Member**

Questions were raised on the status of the appointment of the new Member as recommended by the Committee at its last meeting, and the Secretary reported that this matter will be considered by the Parks and Recreation Committee at its next meeting.

5. **1999 MUM SHOW**

a) **Official Opening**

Jim Pook reported on the Program and Jeanne Reid reported on the reception planned for the Official Opening on October 29, 1999.

The Committee directed Jim Pook to contact the Hamilton Ballet to include them in the Official Opening.

b) **Mum's Kitchen**

Jeanne Reid reported that all arrangements have been put into place by the Friends of Gage Park for Mum's Kitchen.

c) **Volunteers**

Judy Lockley advised the Committee that there are still some volunteer time slots that need to be filled for the Mum Show and asked that Committee Members assist in filling these spots.

As in past years, the Committee directed the Secretary to order corsages for the Mum Show volunteers.

d) **Tours/School Group Bookings etc.**

June Hannah-Cook reported that to date, 15 school tours, 11 community groups, 3 bus groups and 2 prepaid groups have been booked for the Mum Show.

e) **Promotional Activities**

Committee Members were asked to distribute the remaining Mum Show posters to local business, etc. prior to the Official Opening.

6. **FINANCIAL REPORT**

Status of Mum Show Accounts

The Secretary provided a verbal update on the status of the Mum Show accounts and advised that the Committee has approximately \$7,000 in its account after all committed expenditures have been paid.

The Secretary added that given that the theme has not yet been finalized for next year's Show, that the brochures for the 2000 Mum Show have not been prepared. Staff was asked however, to place a sign at the entrance to the Mum Show advertising the dates of next year's Show (November 4-19, 2000).

7. **OTHER BUSINESS**

a) **Next Meeting Date**

The Committee agreed to hold its wrap up meeting on December 2, 1999 at 3:30 p.m. at Hamilton City Hall.

b) **Future of Mum Show**

Richard Lockley requested clarification on the future of the Mum Show in that he has heard rumours that this may be the last Mum Show given the number of key staff that will be retiring at the end of the year. Alderman Jackson, Chairperson, indicated that the Committee should not act on rumours and must continue to fulfil its mandate.

c) **Card of Thanks - Barbara Bragdon**

The Committee received a card from Barbara Bragdon thanking the Committee for sending her two complimentary tickets to this year's Mum Show.

d) **Burlington Master Gardeners**

The Secretary advised the Committee that she has been contacted by the Burlington Master Gardeners who are interested in staffing a booth at this year's Mum Show, similar to the services they provided in 1998. The Committee accepted their offer and agreed to provide a \$100 honourarium.

8. **ADJOURNMENT**

There being no further business, the meeting then adjourned to hold an Orientation Session for Mum Show volunteers at 6:00 p.m.

Taken as read and approved,

Alderman Tom Jackson, Chairperson
New Mum Show Sub-Committee

Charlene Touzel, Secretary





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